



Vol. XI.—No. 35.

Friday, April 1, to Friday, April 8, 1938

Price 5 Cents

Mass Meeting Thursday, April 7

Airplane Crash Takes Three Young Folk

Two young men, former popular residents of Palm Springs, and a young lady from Indio, lost their lives in an airplane crash at the Indio airport at 4 o'clock Wednesday afternoon, when a cabin plane in which they were flying went out of control and crashed in flames.

The bodies of the three were burned almost beyond recognition before rescuers were able to reach the wrecked craft. The victims are:

James Arkell, 25 years of age, owner of the plane.

Miss Alberta Walker, 19, Indio waitress.

George Russell, 26, Indio, pilot of the craft.

Arkell was the son of Mr. and Mrs. James Arkell, owners of the Beechnut Company at Canajoharie, New York, and who reside at their beautiful desert ranch a few miles east of Palm Springs. He was well known here, flying frequently from the Palm Springs airport. He is survived by his parents and a small son.

George Russell lived here for about four years before going to Indio where he owned and operated the Indio Flying school. While a resident here he was employed at the Deep Well Guest Ranch. Several years ago he and Miss Edith Cruncleton, popular young Palm Springs girl, and daughter of Mr. and Mrs. Charles Cruncleton of Palm Springs and Cathedral City, were married. To this union came two children, the youngest being a daughter less than three weeks old.

Funeral services for young Arkell will be held Saturday at noon at All Saints Episcopal church in Beverly Hills with Dean Fleetwood in charge. Burial will be at the family's former home in Canajoharie, N. Y.

According to N. D. Engel, Coachella, and J. C. Abernathy, of Indio, witnesses to the crash, the plane was flying over the airport at a height of about 1000 feet when the pilot apparently shut off the motor and took the plane into a glide preparatory to landing.

Suddenly, the witnesses said, the tail appeared to flutter and they heard the motor gunned. The plane went into a right bank and then a nose dive, striking the ground nose first and bursting into flames.

The plane in which the trio rode belonged to Arkell and was being piloted by him. It was a 1934 model Stinson four-place cabin type.

School Enrollment Same as Last Year

Enrollment at the Palm Springs elementary school has been the same as last year, for the corresponding period, during the past month. This indicates that, notwithstanding adverse weather conditions, the population here did not decrease.

Reports of the post office and utility companies show that business is about the same as last year.

School closes on May 27, which ends the tourist season.

Hollywood Movie Star At Palm Springs Hotel

Mr. Fritz Feld, of Hollywood, is continuing to enjoy his extended vacation on the desert as a guest of the Palm Springs Hotel. Mr. Feld has just recently appeared in "Romance in the Dark," and in "Don't Look Now," with Joe Penner and in "Gold Diggers in Paris," with Rudy Vallee. Mr. Feld has become quite an enthusiast of desert riding and has found pleasure in doing some amateur exploring in the different canyons and trails.

Colonial in style, the Missouri building will form one wing of the Court of States at the 1939 Golden Gate International Exposition.

Election Next Monday, April 4, Police, Fire Commissioners

Next Monday, April 4, is election day in Palm Springs.

No, the voters will not then have an opportunity to vote for incorporation or for city councilmen, but they will vote for one police commissioner and one fire commissioner.

Only one name has been filed for each of the positions:

George Roberson for the police commission;

Alvah F. Hicks for the fire commission.

These two men are expected to receive a large complimentary vote to insure their election.

The police and fire commissions will continue to administer the affairs of their respective districts until the districts are absorbed by the city of Palm Springs through ordinances adopted by the city council after Palm Springs becomes an incorporated city.

Therefore, it is important that men who have had experience on these commissions and who are thoroughly familiar with the laws governing them should be in charge when the transition from district to city government takes place.

Both Mr. Roberson and Mr. Hicks are pioneer residents. They became members of the boards when the districts were organized some years ago, because of the necessity of police and fire protection here. They have taken an important part in providing Palm Springs with the best police and fire protection of any similar community in the country, and it is important they should continue to be in charge until they relinquish their duties to the city council.

The least an appreciative public can do for them is to say "thank you" by placing an X opposite their names on the ballots next Monday, April 4, even if some think the votes are not needed.

The election will be at the school house, and the polls will be open from 8 a. m. to 5 p. m.

Incorporation election will be Tuesday, April 12.

Navy Flyers Who Left Here Monday Are Still Lost

A Navy ship from North Island Naval Base, which left Palm Springs Airport at 2:15 Monday afternoon to return to San Diego, with two men aboard, has not been seen since it left here, and it is believed the plane must have crashed in the mountains on the desert.

Lieutenant-Commander Larue C. Lawbaugh and Machinist Mate E. Key came here on Monday to pick up Commander Boyd, who has been wintering in Palm Springs, to return him to San Diego. When the men did not arrive on schedule, Commander Boyd thought that the weather conditions had kept them at their air base, so he drove through to San Diego. But for that delay, he would have been one of the lost party.

With the entire area between San Diego, Palm Springs and March Field as the "sector of operations," North Island naval aviators today began a second search of foothills and mountain areas for the lost fliers.

Reports of finding of a plane wreck in Bertha canyon, 15 miles southeast of Warner Hot Springs were scouted by naval officials.

"Our planes investigated the report, and although we have not completed scanning of the area, we are reasonably sure that the glistening object sighted is not the missing plane," said Capt. Arthur Bristol, naval aid station commandant, who is directing the search.

Forty planes resumed the search today.

LOCAL REALTOR AND FRIENDS MAKE TRIP TO PARKER DAM

Mr. and Mrs. Austin G. McManus and a party of friends left the village Thursday morning for an outing to Parker Dam. They will return sometime late tonight.

Miss Elizabeth Swallow, former resident of Palm Springs and a member of the staff of Munholland & Co., real estate office, has charge of a regular Monday morning radio program at station KHJ, at 11:30 o'clock.

District Attorney Fitts Tells Masons About Crime at Palm Springs Meeting

"We are incubating crime in our penitentiaries when we throw boys in with hardened criminals," said District Attorney Buron Fitts of Los Angeles, in a dynamic address before the Masonic Luncheon Club at Carl's Restaurant Tuesday noon. Fitts urged the establishment of a penitentiary for boys and first time losers.

In defense of parole, he said, "When a man comes out of prison, he cannot get a job. No one will have him, so he resorts to the only thing he knows, the thing in which he was trained by criminals with whom he associated in prison. The first-time losers should be in a separate institution where they can receive vocational education."

"During my fifth year as district attorney of Los Angeles county I sent back to prison two men every day of the year whom I had convicted previously. It isn't a pleasant task to every day grind out the lives and liberties of men who have committed crimes, but it must be done, and I am glad to have the opportunity to serve society in this capacity."

Fitts stated that during eight years, up to January 1, 1937, he had prosecuted 55,000 cases of felony or crimes of a more serious nature, and since Jan. 1, 1937 he has prosecuted 15,000 cases of the same type of crimes, a total of 70,000.

"Some people think that I must have horns and that I love to hang men. I see the side of crime that you don't see. I see the victim, the ravaged bodies of little girls, the suffering and misery brought into homes by criminals. I see the criminal and talk with him, and often get his confession. When I go into court I represent the victim and I know that my first job is to protect the homes and families and to keep our cities safe for decent people. Therefore I am proud that I am a prosecutor."

The fiery district attorney told about Winnie Ruth Judd, Dyer, and other criminals who attracted wide

(Continued on Page Twelve)

Exhibits Start Tomorrow For Photo Contest

Work of local amateur and professional photographers will go on display tomorrow, Saturday morning in the Plaza when the pictures entered in the Second Annual Photo Contest will be shown to the public, with a feature of the first day's exhibit being the voting by spectators on pictures for the popular choice awards.

Three prizes of photographic equipment will be given to winners of popular favor, including a General Electric Exposure Meter for first prize, an Argus Camera for second prize, and a \$2.50 merchandise order at a camera shop for the third prize.

Voting cards will be handed visitors as they enter the room where the exhibition is to be held, and a tally of these will determine the winners.

Judging the grand award, and winners in the Landscape, Action and Professional divisions will be conducted tonight.

Charles Kerlee, noted photographer, Ralph Braddock, Los Angeles Times Rotogravure editor, and Robert Freeman, advertising art director, are judges for the event.

Scores of beautiful and unusual pictures have been entered in the contest, many of them arriving by mail from contestants who have already left Palm Springs for their homes. Village residents have contributed a large share of the entries, and almost every local professional photographer is represented in the contest.

Major Edwards Is Back From Honeymoon

Major J. Paulding Edwards has been much in the limelight at Palm Springs during the season. He had the idea of establishing an extensive transportation concern at Palm Springs. He assertedly wrote checks which were not backed by funds.

And now the Major is again in trouble; this time over an affair of the heart.

The honeymoon was over for Major Edwards and he was back in the custody of Riverside county authorities Sunday on charges of issuing fictitious checks.

The Major was arrested in Redlands Saturday morning after a runaway marriage with a 22-year-old Los Angeles girl, Lillian Erickson, to Yuma, Arizona.

According to E. J. Burr, county psychopathic officers, Edwards boasted of his recent fling at romance and admitted that the wedding ring and bride's trousseau, costing in excess of \$500, were completely financed by "rubber checks."

Edwards, who is best known for his peculiar activities in Palm Springs, came up before a Superior court jury several months ago on an insanity complaint, but was freed on an instructed verdict of the court.

There are several counts of issuing false instruments to be placed against the Major, and arraignment will probably be before Justice of the Peace R. A. Moore at Riverside.

Throughout the United States, the state taxes averaged \$38 for motor vehicles during 1937.

Voters Asked to Meet at School House to Discuss Incorporation; Election On Tuesday, April 12

A public mass meeting, to discuss incorporation, will be held at the school house auditorium Thursday evening, April 7. The call for the meeting was issued yesterday by Harold Hicks, chairman of the incorporation committee.

All sides of the question of incorporation will be presented, and citizens are asked to make notes of any questions they wish to ask.

At a meeting of the incorporation committee's executive committee yesterday afternoon it was pointed out more than a hundred citizens had been contacted to sign nominating petitions of councilmanic candidates over a period of 10 days before the deadline for filing, and that therefore there was ample time and notice to all who wished to file.

The committee calls attention to the fact that more than 300 local taxpayers gave their approval for incorporation at a public mass meeting held in the school house in November, 1936, and that in January of this year more than 600 property owners signed the petition for incorporation.

It is also reported that Palm Springs will be in a much more favorable position to receive FHA insured loans after incorporation and zoning laws have been passed. FHA requires proper zoning to protect the property upon which there is an FHA loan, from encroachment of undesirable features that would jeopardize the value of the property.

Incorporation election will be held on Tuesday, April 12, in seven polling places, one in each of the proposed wards.

Oakland Lion Invites Local Clubmen To Attend Convention

Mr. and Mrs. Fred Seulerberger of Oakland are vacationing here this week with their daughter, Mrs. T. J. Fitzgerald of Bakersfield and young Master Thomas Fitzgerald. Mr. Seulerberger is a prominent florist in Oakland, and is a past officer of the Florists' Telegraph Delivery Association. He is a prominent member of the Oakland Lions Club, and while attending the Lions Club meeting here yesterday he invited the local Lions to attend the international Lions Convention in Oakland this summer.

While here Mr. and Mrs. Seulerberger are guests of the Palm Springs Hotel.

Prominent Folk at Winter Garden

Dr. and Mrs. Glenn E. Thorpe of Santa Monica are honeymooning at the Winter Garden. Dr. Thorpe is a prominent dentist of the beach city.

Other guests at the Winter Garden include Mr. and Mrs. W. E. Dunn of Los Angeles, Mr. Dunn being president of the company which bears his name, and which operates packing houses specializing in preserves. The couple have been coming to Palm Springs for many years, and are guests here for about a month.

Dr. and Mrs. L. C. Williams of San Diego have returned for the balance of the season. They have been coming to the Winter Garden for many seasons.

Here also are Mr. and Mrs. M. B. Koblit of Cleveland, Ohio, (wholesale plumbing business), and Mr. and Mrs. M. S. Greenberg of San Francisco (owners of the Clark Hotel).

LOCALITES TRAVEL TO LOS ANGELES FOR BALL GAME

Kent Rose, popular local manager for the Redlands Sanitary Laundry, and Maurice Meredith, also connected with that firm, drove to Los Angeles last Sunday to take in the ball game at Wrigley Field between the Cubs and the White Sox.

4th Annual P. S. Tennis Tourney Is Great Success

Displaying a grand brand of championship tennis form, Silney Wood, former Wimbledon star, defeated Jack Tidball in the finals of the fourth annual Palm Springs Invitational Tournament to win the title in the men's singles division of this year's four-day event. Defeating Jack Tidball, 8-6, 6-1, Wood climaxed four days of magnificent playing.

This victory was the highlight of the final day's play at the Racquet Club, the previous rounds of the tournament having been played at the Palm Springs Tennis Club, Desert Inn, and El Mirador Hotel.

Wood is conceded to be one of the really great tennis players of the world when his game is right and it certainly was throughout his play in Palm Springs.

His victory over Tidball in the finals came as result of his savage pounding of Tidball's returns after trailing 2-4 in the opening set. Wood reeled off 12 of the next 15 games with a marvelous exhibition of combined speed and change of pace.

While he lost the singles title, Tidball had a measure of vengeance later when he teamed with Gene Mako to defeat Wood and Joe Hunt, 6-4, 6-4 in the finals of the men's doubles. Mako's brilliant volleying and Tidball's general all-court performance proved the margin of victory.

Winning her second women's title in a row, Barbara Winslow of Hollywood, national junior girls' singles champion, downed Dorothy Workman of Pasadena, 6-3, 4-6, 6-1.

Miss Workman and Alan Herrington of Los Angeles defeated Jacques Virgil and Charles Church, 6-3, 4-6, 6-4 to win the mixed doubles title.

The tournament drew excellent galleries, and several local players showed to advantage and progressed into closing rounds. Harry Plymire and Phil Ormsby both made excellent showings.

SOCIETY NOTES

Birthday Party for Earl Coffman

In an atmosphere of gaiety Mr. and Mrs. Earl Coffman had members of their family and close friends as dinner guests on Monday evening, a birthday party for Mr. Coffman. The guests gathered at the Coffman residence for cocktails before dinner, which was served in the card room at the Desert Inn.

A beautiful carved ice caricature of Mr. Coffman's favorite horse was placed in the center of a long table decorated with sweet peas and peach blossoms. Johnnie Boyle sang a number of ballads, among them being "Happy Birthday to You," in which everyone joined.

Those present were: Dr. and Mrs. Henry Hoagland, Mr. and Mrs. Alvah Hicks, Mr. and Mrs. George Roberson, Mrs. Nellie Coffman, George Morris, Mr. and Mrs. Thos. A. O'Donnell, Mrs. James Orr, Hobart Garlick, Mr. and Mrs. Earl Strebe, Dr. and Mrs. Jack C. Hill, Mr. and Mrs. Chas. Tanner, Miss Margaret Tanner, Mrs. Ada Batch, H. E. Patterson, Mrs. Emmaline Fish, and the host and hostess, Mr. and Mrs. Earl Coffman.

Luncheon Party for Clifford Heinz and Fiance

Dr. Eugene Powell Frazer gave a luncheon party for Clifford S. Heinz, Jr., of Pittsburgh, and his fiance, Miss Elizabeth Bald of Baltimore, Md., on the Desert Inn Terrace Tuesday, March 29.

Miss Bald and her mother, Mrs. Charles Bald of Baltimore, are house guests of Mr. and Mrs. James P. Frazer of Beverly Hills. The announcement of Miss Bald's engagement to Mrs. Franz's son, Clifford S. Heinz, Jr., was made in December. They will be married in June. Mrs. Bald and her daughter are being extensively feted during their stay in Southern California.

Palm Springs has long been a popular rendezvous of the Heinz family, the late Clifford Heinz, Sr. having spent several winters here with Mrs. Heinz. Mr. and Mrs. Howard Heinz are now wintering at the Desert Inn. The wedding will culminate a summer romance when Miss Bald and Mr. Heinz met aboard the Queen Mary on their way to the coronation ceremonies. The bride-elect will graduate from Briarcliffe Junior College in June and Mr. Heinz is a student at Stanford University. The honeymoon will be spent in Honolulu. Mr. Heinz and the future Mrs. Heinz expect to take a special course at Stanford University next winter.

Toledo and Detroit Friends Feted By George Ford

Mr. and Mrs. Geo. Ford entertained a number of their Toledo and Detroit friends last Saturday with a barbecue picnic luncheon in Andreas Canyon. Whiteflower, Johnnie and Dusty entertained with a group of cowboy and other campfire songs after luncheon was served. The guests were: Mr. and Mrs. W. W. Knight, Mr. and Mrs. Geo. Ford, Jr., Miss Betty Knight, Miss Cynthia Morgan, and Mrs. S. C. Walbridge, all from Toledo. Those from Detroit were: Mr. and Mrs. Richard Joy, Jr., Mr. and Mrs. Arthur Buhl, Jr., and Mr. William Joy.

Charles Clark Is Host to Pittsburgh Friends

Charles H. Clark was the host for a fond farewell party given in the Desert Inn's cocktail lounge on Sunday evening, for his many Pittsburgh friends after their pleasant season here. The guests were: Mrs. Frank Dravo, Mr. and Mrs. A. K. Black, Mr. and Mrs. Geo. L. Collard, Dr. Wm. Lermann, Elmer E. Todd of Seattle and Mr. and Mrs. Thos. O'Donnell of Palm Springs.

Cleveland Couple Entertain Children's Grandparents

Mr. and Mrs. George S. Kendrick of Cleveland, Ohio, entertained with a luncheon on the Terrace at the Desert Inn last Sunday, the occasion being for members of their family who had not met the Kendrick children, Bruce and Karen. The guests were the grandparents, Mr. and Mrs. Willard E. Brown of Santa Barbara, and Mr. and Mrs. Willard Brown, Jr. of Beverly Hills.

Earl of Warwick Entertains At The Desert Inn

The Earl of Warwick entertained with a luncheon in the patio of the Desert Inn before the tennis games on Friday of last week. His guests were Cary Grant, Miss Phyllis Brooks, and Gerald Gorden.

Dinner Dance Attracts Crowd

On Saturday evening Pierre Carta's orchestra knocked out swing music for the youngsters and old time waltzes for their Papas and Mamas at El Mirador. Many prominent villagers and eastern guests were present:

Colonel and Mrs. Henry Hoagland entertained Mr. and Mrs. Alvah Hicks; Mr. and Mrs. Ben Batsch gave a party for their young daughter Peggy, and the guests seen at the table were Miss Jean Dun, Miss Mini McAdoo, Miss Cynthia McAdoo and Mrs. John Fish.

Mrs. W. D. Orthwein and sister, Mrs. I. D. Kelly, of St. Louis, reserved a large table and were hostesses to a group of friends.

Mr. and Mrs. E. K. Bishop of Aberdeen, Washington, entertained in honor of Mrs. Frederick Fleet, great aunt of Mrs. Bishop. The guests included General and Mrs. F. D. Gignilliat of Culver, Indiana, Major and Mrs. Rueben Fleet, Mrs. D. W. Fleet, Mrs. W. E. Johnson, Mr. W. M. Fleet, Lieut. Joe Marcy, who is stationed at March Field, and Ned Bishop, Jr. Mrs. Frederick Fleet and General and Mrs. Gignilliat have just recently arrived in Palm Springs to spend a few days with the Bishops at El Mirador. General Gignilliat is head of the Culver Military Academy.

Other prominent folk entertaining were the Freeman Gensens whose guests were Mr. and Mrs. Charles B. Crane, II of Chicago, and Mr. and Mrs. Mel C. Eaton of Norwich, N. Y.; Mrs. Tom Mesdag and Mrs. Gilbert Duffy of Seattle, entertained the Seattle colony. At the Warren Pinney table were Warren, Jr., home from Stanford, Mrs. William Jeffery, daughter of Mr. and Mrs. Pinney, and Anthony Burke. There were several other hosts and hostesses seen in the dining room, all enjoying the dancing and party.

Farewell Party for Mr. and Mrs. Marmon

Mrs. Nellie N. Coffman entertained with a dinner in the private dining room of the Desert Inn on Wednesday, March 30th. The occasion was a farewell to Mr. and Mrs. Walter C. Marmon and Anna Amelia Marmon, their daughter, who will leave shortly for their home in Indianapolis, Ind. Mrs. Coffman's guests were: Mr. and Mrs. Thos. A. O'Donnell, Mr. and Mrs. Henry Wicks, Mr. and Mrs. Phillip Boyd, Mr. and Mrs. Walter Marmon and Anna Amelia Marmon.

Mrs. Kenneth Ferguson of Saginaw, Michigan, gave a cocktail party at the Desert Inn on Wednesday evening. Her guests were: Mr. and Mrs. Richard P. Joy, Jr., of Detroit, Mich.; Mr. and Mrs. Edward Tallmadge of Milwaukee, Wis.; Mr. and Mrs. Arthur Buhl, Jr., of Detroit, Mich.; and Don Thompson.

ARTISTS FROM VILLAGE ARE GUESTS OF WALT DISNEY

Sir John Lavery, noted English artist, and a Palm Springs winter guest, and Jack Schurch, talented young local painter, went to Hollywood yesterday to be the guests of Walt Disney to see his famous studios under his personal supervision. Sir John has long been interested in Disney's work and desirous of seeing how his unique productions are created.

THE H. A. DART FAMILY RETURN TO THEIR HOME IN DETROIT

Having spent almost the entire season at their delightful home in Las Palmas Estates, the H. A. Dart family is planning to return to their home in Detroit next Monday. Mr. Dart returned to Palm Springs from Detroit Wednesday of last week. He and Mrs. Dart and their house guest, Mrs. Thoroughby and daughter and the Dart's three sons and daughter will leave together for Detroit.

PASSES OUT OF PICTURE

We feel sure the general public will be pleased to know that the mission arch which was supposed to direct westbound transcontinental traffic over the Jackrabbit trail to Riverside is about to pass out of the picture as a direction sign. For a number of years it has spanned the highway, like the entrance to an enormous private estate, but its use was discontinued at the completion of the Beaumont-Riverside cut-off. Now it has passed with the property on which it stood into private hands and will become the glorified entrance to an automobile camp. And thus the curtain has been rung down on the final chapter of the controversy between Riverside and Redlands on which city was entitled to this westbound traffic over highway 60.—Riverside Enterprise.

ADVERTISE in The Desert Sun for BEST RESULTS.

Cathedral City

Woman's Club Favors Old Road; Wants School

Cathedral C. of C. Discusses Several Important Matters

At the meeting of the Cathedral City Chamber of Commerce held Wednesday night at the home of E. F. Martel, tentative plans for the celebration to be held Sunday, April 10, to commemorate the completion of the new Cathedral City community hall and of the new well of the Cathedral City Water Company were discussed.

The celebration is slated to begin at 10 a. m., Sunday, April 10, the first thing on the program probably being the christening of the new well. Later in the day Cathedralites will join in festivities at the new community hall.

Officials of the Cathedral City Development Co., officials of the Cathedral City Water Co., and townfolk will all join together to make the celebration a success.

Discuss C. C. School

The possibility of obtaining a grammar school for Cathedral City was also discussed at the meeting Wednesday night. It is planned to look for a suitable site at Cathedral City for a grammar school, one that will be approved by the Desert School district; and failing to find a location that the school district will approve, the Chamber of Commerce will go to bat for the formation of a separate school district at Cathedral City.

Approve Trust Agreement

Also at this week's meeting was discussed the trust agreement for the new community hall. This trust agreement was approved by the Chamber of Commerce.

A. T. Cobb Recovering From Recent Operation At Torrance

A. T. Cobb, father of Claude S. and William Cobb of Cathedral City, recently underwent an operation at Torrance, and the many friends of the Cobb family will be happy to learn that Mr. Cobb is rapidly recovering and should be able to return to his home here in another week.

Totem Polers Are Smiling At Change In Weather

Mr. and Mrs. E. J. Wheeler, proprietors of Cathedral City's popular Totem Pole Cafe, are going about the town with big smiles on their faces, pleased with the delightful change in the weather here. The brand disher out recently made them homesick for their Glen Aulin Camp in the High Sierras, where they spend the summers.

Cathedral City Woman's Club stepped forward for civic betterment at their Wednesday meeting when keen interest was shown by 25 members and five guests harmoniously agreeing on subjects of road and school.

A resolution on roads carried unanimously, favoring the old road near the foothills, leading into Palm Springs. A member of nine years residence in Cathedral City declared, to her knowledge an accident had never occurred on its curves, while there have been serious accidents on the main highway at that terrifying point a short distance east of the city towards Indio.

Mmes Ann Reilly, Marguerite Hillery, Medora Springer and Emma McMickle were chosen as a school committee to cooperate with the Cathedral City Chamber of Commerce in their efforts for a future school. It was voted to support and echo loudly their work being carried on regarding a school site for Cathedral City.

President Emma McMickle appointed a visiting committee.

The social hour passed merrily with guessing games and laughter as Mrs. Hilda Dempster made a capable social hostess, enticing everyone in the games.

Mrs. Elizabeth Elsterman, at whose home the silver tea was given, was assisted by Mmes Elizabeth Doane, Ella Dorn, Daisy Brandt and Miss Lydia Engb.

Visitors for the afternoon were Miss Townsend, ew York; Mrs. Blodgett, Alhambra; Mrs. Toner, Santa Paula, and Mrs. Stuebing, Sioux City.

Next Wednesday the meeting will be held at Casa Repos, home of President Emma McMickle.

K. Gepfert Family Visit Relatives Over Week-end

Kenneth Gepfert, together with his wife and daughter, visited his parents, Mr. and Mrs. C. M. Gepfert, over last week-end.

Kenneth Gepfert's brother, Morgan Gepfert, is now also a resident of Cathedral City.

Charles Weeber Making Improvements on His Cottages Here

Charles Weeber, formerly of Laguna Beach but now the owner of a fine piece of improved highway property at Cathedral City, is adding to and making improvements in his cottages here.

Dr. E. B. Brandt Recovers From Slight Illness

Popular Doctor E. B. Brandt of the Blue Haven Court was ill for a few days recently, but has responded to Nature's own priceless remedy, the desert sun.

Springers Entertain House Guests

Mr. and Mrs. M. A. Wheeler of Pasadena have been visiting Mr. and Mrs. Fred E. Springer at their Cathedral City "merry-go-round" home. Also visiting the Springers is Mrs. Ella C. Toner of Eagle Rock.

\$270,000 SOUGHT TO MAKE REPAIRS

Formal request for the state to provide \$270,000 from an emergency appropriation for the repair of Riverside county roads, bridges and flood protection works, damaged in the storm of March 2-3, was sent to Governor Frank F. Merriam by the board of supervisors at Riverside, Monday.

The action was based on a survey of damage in the unincorporated areas of the county made by County Surveyor A. C. Fulmor and was passed unanimously by the supervisors.

Copies of the measure, on the advice of State Senator John Phillips, are also to be sent to the state finance department.

For emergency help in cities, the board is taking no action, but waiting for individual city councils of Riverside, Corona and Banning to file with the state executive their requests.

Senator Phillips personally appeared before the board and expressed the belief that approximately 75 per cent of money requested will be apportioned on a pro rata basis to counties struck by the storm.

NOT UNDERPRIVILEGED

No hale and hearty man living in a land that will produce sweet potatoes is an underprivileged American.—Charleston News and Courier.

Nearly 3,000 miniature trees grace the new \$10,000 model of the Golden Gate International Exposition, showing Treasure Island as it will appear eleven months from now on opening day, February 18. It is on display in Los Angeles.

Buy in Palm Springs.

• OPPORTUNITY

to buy for nominal cost a good investment in residential or business property in Cathedral City.

"See"

HILLERY
Cathedral City
Phone Local 3417

For Cathedral City
LOTS and RENTALS
W. R. HILLERY
Cathedral City

Location: Desert Villa Apartments
Two Blocks South of Postoffice

W. L. JORDAN

Licensed Real Estate Broker
Rentals and Insurance
Phone 7819 Palm Springs Exch.
Cathedral City, Calif.

We Aim to Please



• We aim to please all of our customers ... all of the time.

• If we please you, tell your friends ... if we don't, tell us. All work done in our modern plant ... a Palm Springs industry.

DESERT VALET
CLEANING & LAUNDRY
PHONE 3191 — EL REY BUILDING

Going East?

Don't ship or drive your car. Take advantage of higher California trade-in allowance. Take delivery of a new Cadillac, La Salle, or Oldsmobile at the factory and save all freight charges.

"See"

Ray Voorhees

Today.

Rubidoux Motor Co.

In the Plaza Garage
Phone 5122

KATHLEEN NAEF

PUBLIC STENOGRAPHER
INSURANCE and NOTARY
Phone 5984

THRIFTY

5c-10c-25 and up
STORE
Kenneth DuBose, Prop.

THE PALM SPRINGS SHOE SHOP

SHOE REPAIRING
ALL WORK GUARANTEED
Pat Murphy, Prop.
E. Amado Rd. Off Palm Canyon Dr.

Blanche Rose Kerner

MUSIC INSTRUCTOR
Los Arboles, Studio 7, P.O. Box 1093
N. Indian Ave. at Tamarisk
Phone 4813

WIEFELS & SON

FUNERAL DIRECTORS

Phone 3162

50 East Nicolet Street
BANNING

Indian Store Fountain

Ice Cream
20c pint

Indian Ave. and Andreas Road

HEAR Bill Davis

at the

**Royal Palms
Cocktail Lounge**

Continuous Entertainment Daily Until 2 A. M.

**Royal Palms
Coffee Shop**

Opens at 7 A. M., Closes 9 P. M., Mondays to Thursdays
Inclusive.

Opens 7 A. M., Closes 4 A. M., Fridays to Sundays Inclusive

Jack Moore

- MORE FOOD
- MORE DRINKS
- MORE FUN

Easter Sunrise Service on April 17

Palm Springs will again observe Easter Sunrise service this year on the hillside back of the Desert Inn. Easter this year is on April 17, (two weeks from next Sunday) and services will begin at 5:12 a. m., just as the sun comes up over the desert horizon.

For more than 20 years Easter sunrise services have been held here, and increasing hundreds have gathered on the hillside below the white cross, to greet the dawn.

On Easter morning 1909, when the late Frank Miller, devout master of the Mission Inn at Riverside, met with a circle of friends on the summit of Mt. Rubidoux, the first Easter sunrise service was observed.

Four years later a cross of two huge logs was planted among the boulders at the summit of the mountain; Henry VanDyke, invited to come from Princeton, New Jersey, as Mr. Miller's guest, was the speaker, and half the town climbed the mountain before the dawn's early light.

Last year 30,000 attended the 28th annual service at Riverside.

Eagle Rock was the second city to conduct an open air Easter service at sunrise. Today a southwestern town which does not have a cross on a nearby hill where an Easter service is held, is a comparative rarity.

Almost as rare throughout the country is the city which does not commemorate the Resurrection.

According to those who help to make the services possible, whether worshippers wait by lake, mountain, or city streets, day break is greeted in heart if not in voice with "Alleluia: Christ is risen."

Notable among sunrise services are Hollywood Bowl where 300 children form the sunrise chorus, from the human cross. They enter the stage in black robes. At the director's signal robes drop and the white cross is visible.

Thousands attend this service.

Annually 50,000 climb San Francisco's highest peak, Mt. Davidson, to worship at the foot of the 100 foot steel and concrete cross. Water from the river Jordan was used in mixing the concrete for the corner stone.

As the early morning sun climbs the white pillars of the amphitheater in Arlington National Cemetery, a memorial service is conducted by the

Knights Templar.

At the Temple University stadium, Philadelphia, 50,000 assembled.

In Baltimore 100,000 filled the galleries and the gridiron where 20,000 were turned away. At the Grand Canyon and Pike's Peak, and everywhere, increasing thousands greet the dawn.

Again this year a service will be held in Palm Springs at the hillside cross. Prof. W. B. Olds of Redlands University will bring half a hundred picked singers who will render the program of music.

The Community church, which sponsors the Sunrise Service, invites the people of the village, the guests and everyone in the valley and from distant parts to join in the celebration.

A beautiful souvenir program will be placed in the hands of each worshiper.

Rev. John Robertson Macartney will have general charge.

Through the gracious hospitality of Mrs. Coffman the Desert Inn entertains the visiting musicians, and the ushers at breakfast.

The committee is seeking white pigeons to be released at sunrise. Anyone being in position to contribute pigeons is asked to bring them to the Community Church the evening before.

The Program

Heralding the Dawn—Trumpeters, brass quartet.

Releasing of white pigeons.

Processional Hymn—"Christ the Lord is Risen Today."

An Act of Homage to our ascended Lord.

"Sunrise on Easter Morning"—the choir—Prof. W. B. Olds. Accompanied by brass quartet.

The reading of the Scriptures—Mark 16: 1-20.

Baritone Solo.

Selections from Van Dykes "God of the Open Air."

Chorale.

The Easter Message—Rev. John Robertson Macartney, D. D.

"Beautiful Saviour"—Choir—Christiansen.

"I will lift up mine eyes"—Choir—W. B. Olds.

Hymn—"All Hail the Power of Jesus Name."

Benediction.

This service will be amplified through the cooperation of Clarence H. Simpson, Radio dealer.

Those guiding the people to their places and distributing the programs: Bob Thompson, Lois Jonner, Bob Moore, Beulah Feldeman, Lorry Miller, Elizabeth Shires, Bud Larson.

Public Stenographer—Helen McEwen. Desert Sun Office. Phone 3594.

Many Easterners And Famous Folk At Desert Inn

Many prominent tennis players were registered at the Desert Inn during the tennis matches; among them the internationally famous May Sutton Bundy and her daughter, Dorothy Bundy, who recently won the Australian tennis championship.

Anna May Wong and her sister, Miss Mary Wong, headed the film notable list of recent arrivals.

Easterners who have arrived during the last week are: Jefferson D. Robinson, Toledo, Ohio; Mr. and Mrs. F.

Gordon McGeech, and Mr. and Mrs. Edward S. Tallmadge of Milwaukee; Miss Fella Ford, Toledo, Ohio; W. E. D. Stokes, Washington, D. C.; Mr. and Mrs. T. E. Jewell, Newton, Mass.; Mr. and Mrs. John J. O'Brien, Grosse Pointe Farm, Mich.; Mrs. George R. Little, Winona, Minn.; Mr. and Mrs. Herbert Ross, New York City; Miss F. W. Olivet, Miss F. C. Albrow and Mrs. Lenlis de Rocher of Poughkeepsie, N. Y.

Mr. E. J. Cochran and Miss B. A. Cochran of Vancouver, B. C.; Mr. and Mrs. Eric C. Plahwit, Pittsburgh; Mr. and Mrs. John P. Herrick, Olean, N. Y.; Mr. and Mrs. Thos. Lynch, Greenburgh, Pa.; Miss Dorothy Brastow and Miss Rosmary deCamp, Ithaca, N. Y.; Mr. and Mrs. C. Graham Gibbs, Reading, Penn.; Mr. and Mrs. H. H. Clemens, Erie, Pa.; Mr. and Mrs. W. J. Clement, Jamestown, N. Y.; Mr. and Mrs. A. M. Rust, Saginaw, Mich.; Mr.

and Mrs. S. W. Tucker, Cleveland, Ohio; Mr. and Mrs. D. W. Field, Montello, Mass.; Mr. and Mrs. Jerome P. Bowes, Jr., Highland Park, Ill.

Los Angeles arrivals were: Mr. and Mrs. William Jenny, Mr. and Mrs. L. W. Andrews, Mr. and Mrs. Arthur A. Murphy, Mrs. George Bouchard, Mr. Perry T. Jones, Mr. and Mrs. Chauford Kent, Mrs. Grett DuPont, Mrs. A. A. Lowman, Mrs. George M. Wallace, and Miss Laurene K. Smith.

Those from other California cities were: Mr. and Mrs. Blaurock, San Jose; Mrs. John T. Troll, Encino; Mr. and Mrs. John Marquand, Pasadena; Mr. and Mrs. Arthur Dale King, San Mateo; Mr. and Mrs. L. R. Phillips and family from Santa Barbara; Mr. and Mrs. W. L. Heater and Mr. and Mrs. H. S. Bryson of Beverly Hills.

Try a Desert Sun WANT AD.

Funeral Services for Fred Freeman

Funeral services for Fred Freeman, popular Palm Springs young man who ended his life last week, Wednesday, at Lake Arrowhead, were held last Friday at the Mark B. Shaw chapel in San Bernardino. The remains were shipped to his former home in Bloomfield, N. J., where the burial was on Wednesday of this week. The deceased is survived by his widow, Mrs. Christine Freeman of Palm Springs, his father, Harry Freeman, of Bloomfield, three brothers, one of them being Jack Freeman of Palm Springs, and three sisters.

Buy in Palm Springs.



YOUR NEIGHBORHOOD GROCER

DESSERT ITEMS

Fruit Cocktail	2 No. 1 cans	25c
Stokely's Finest		
Suprema Cherries	15c	
Sour pitted, No. 2 can		
Del Monte Peaches	12c	
Sliced or halved, No. 2 can		
Long Slice Pineapple	15c	
Libby, 25 oz. can		
Kre-Mel	3 packages for	10c
Pudding, 3 flavors		

COFFEE—JUICES

Edwards Coffee	23c	
Drip or regular, 1-lb. can		
Nob Hill Coffee	19c	
See it ground. Per pound		
Iris Coffee	27c	
Packed in glass. Per pound		
Grapefruit Juice	2 No. 2 cans	15c
Ariz-Sweet		
Tomato Juice	7c	
Stokely Brand, No. 2 can		

CANNED VEGETABLES

Baked Beans	3 16-oz. cans	25c
Brown Crock Brand		
Lima Beans With Ham	9c	
Masterpiece brand, No. 2 can		
Stokely Corn	11c	
Country Gentleman, No. 2 can		
Stokely Peas	2 No. 2 cans	25c
Honey-Pod variety		
Hemet Spinach	8c	
No. 2 size can		
Tomatoes	2 No. 2 1/2 cans	25c
Del Monte		

SEA FOODS

Kipped Snacks	2 No. 1/2 cans	9c
Packed in oil		
Sardines	3 No. 1/2 cans	25c
Spirit of Norway		
Sardines	8c	
Van Camp Brand		
Tomato or mustard, No. 1 can		
Mission Tuna	12c	
Light meat, No. 1/2 can		

OTHER VALUES

Ginger Snaps	10c	
Nutt Bros. 12-oz. package		
Soup-Mix	2 Cello pkgs.	17c
Pea or Vegetable		
Kellogg's All Bran	11c	
11-ounce package		
Shredded Ralston	11c	
12-ounce package		
Corn Flakes	2 8-oz. cans	11c
Jersey Brand		
Macaroni or Spaghetti	11c	
Globe A-1, 12-ounce package		
Egg Noodles	10c	
Globe A-1, 9-ounce package		
Formay Shortening	18c	
3-lb. can, 48c; 1-lb. can		
Olive Oil	49c	
Vittoria, 1/2-pint, 25c		
Pint size can		
Cider Vinegar	12c	
Old Mill, Pint, 7c; Quart		
Dog Food	3 tall cans	14c
Healthway or Strongheart		
(Ex-tax, .0453; sales tax, .00136)		
Palmolive Soap	2 bars for	11c
For the complexion		
(Ex-tax, .05340; sales tax, .00160)		
Peet's Soap	25c	
Granulated, 36-ounce box		
(Ex-tax, .24272; sales tax, .00728)		
Su-Purb Soap	20c	
Granulated, 24-ounce box		
(Ex-tax, .19417; sales tax, .00593)		
Holly Cleanser	3 cans for	10c
In big red can		
(Ex-tax, .33236; sales tax, .0097)		
Toilet Tissue	25c	
Comfort brand, Pkg. of 4 rolls		
(Ex-tax, .24272; sales tax, .00728)		

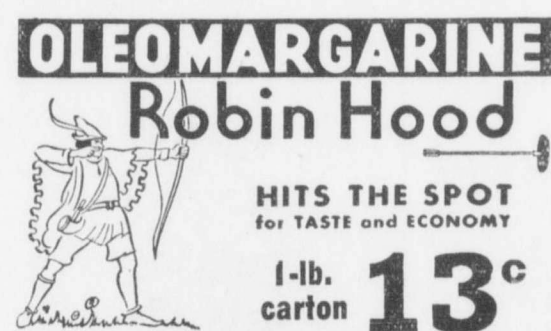
Sales tax will be added to the retail price on all taxable items.



AIRWAY COFFEE
"Aristocrat of Thrifty Coffees"
lb. 15c

MARSHMALLOWS	2 1-lb. boxes	25c
Fluff-i-est brand. Tasty puffs of sweetness.		
PINEAPPLE	2 No. 2 cans	25c
Ukulele brand, broken sliced, good quality pineapple.		
TOMATO SOUP	10 1/2-oz. cans	4c
Van Camp's Tomato soup at a new low price. Stock up.		
CRACKERS	1-lb. box	10c
Guthrie's brand, salted sodas. 2-pound package, 19c.		

CABBAGE	lb. 1c	
Now cabbage is at its best. Solid, crisp heads. Locally grown. Cannonball type.		
Apples	7 lbs. for	25c
Rome Beauty. Fine for baking.		
Grapefruit	4 for	10c
Imperial, Extra large size.		
Dates	2 boxes for	25c
(A box of 1-lb. per box.)		
Avocados	each	12c
Large, Fuertes. Rich in oil.		
Peas	2 lbs. for	15c
Sweet & tender. Well-filled pods.		
Potatoes	10 lbs. for	17c
U. S. No. One Russets.		
Onions	3 lbs. for	10c
Oregon brown for slicing.		
Celery	large stalk	10c
Utah type crisp celery.		



HITS THE SPOT for TASTE and ECONOMY

1-lb. carton 13c



CORNED BEEF

Anglo brand, all lean solid meat. Delicious hot or cold. 12-oz. can 15c

CANNED MILK

Rich, whole milk, evaporated. For cooking or table uses. 3 tall cans 17c

SAFEWAY FINER MEATS

SLICED BACON	each	16c
1/2-OZ. PKG., SWIFTS'		
BEEF ROASTS	lb.	21c
CENTER CUTS OF CHUCK		
HAMS Shankless	lb.	23c
PICNIC STYLE		
WEINERS-CONEYS	lb.	18c
FINE WITH SAUER KRAUT		
SAUER KRAUT	lb.	7 1/2c
CRISP EASTERN KRAUT		
PORK CHOPS	lb.	28c
CUT FROM FANCY EASTERN PORK		

Come in and inspect our Large Assortment of Fresh Fish and Poultry

SAFEWAY

OPEN SUNDAYS
Palm Canyon Drive
PALM SPRINGS

Don't Leave Spotted and Stained Rugs

and Upholstered Furniture 'Till the Beginning of Next Season To Be Cleaned—

Let us clean and store your rugs and furniture for the summer months. (RUGS AND CARPETS STORED FREE OF CHARGE WHEN CLEANED BY US). Rugs left on the floor and furniture left in the house in that condition breed moths and other household pests. Every article insured from the time it leaves your home till its return. . . . All work done in Palm Springs in our own shops.

Home Closing and Opening Service

This service includes wrapping furniture, rugs, bedding and papering windows. Patrolling the home if necessary. In the fall we open the home, cleaning thoroughly. Phone 3722 for full information on this service.

A Few Close Out Specials from Our Furniture Department

50% Off All Drapery and Upholstery Fabric Remnants : : :

6 Only BOUDOIR SLIPPER	RUBBER DOOR MATS Regular \$1.25 Now 89c	Numdah ORIENTAL and SISAL RUGS Sizes 3x6 to 4x6 Regular \$5.95 Now \$4.75
CHAIRS Well Constructed Chintz Cover Regular \$5.95 Now \$4.95	WAFFLE RUG CUSHIONS 9x12, Regular \$4.50 Now \$3.25	

Lawn Glider Special Painted Stripe Cover—Reg. \$19.75 Now **\$14.95**

J. G. Nerad & Son

141 North Indian Avenue Phone 3722

HOME OF PALM SPRINGS' PIONEER RUG CLEANING PLANT

Telephone 6391 Credit Privileges Free Delivery

Sale's Plaza Market

M. D. SALE, Prop.

Groceries and Meats

Delicatessen and Liquors

Sam Satlitz, Leo Baker, in charge.

Three-Star Produce

Vegetables and Fruits . . . Fresh Daily

Peter Pan Pastry Shoppe

Mae E. Johnson

Helen Hill

**Palm Springs Public Library**

Open Daily Except Saturday and Sunday

Last Shop South on Palm Canyon Drive in the Plaza

The Plaza Cleaners

A Complete cleaning and pressing plant in the Plaza.

Prompt delivery and pick-up service.

Phone 3944

Art Wills

Ray Martin

Business Is Good

♦ YOU ARE INVITED TO WATCH

TEX AND REX

COWBOY BEAD ARTISTS

make beaded novelties for you to wear. Your name on a beaded wristband, belt, pin or bracelet, while you wait

MRS. PULITZER'S

Plaza Lace Shop

Italian, French and Rare Antique Laces

Brocades - Linens - Fans

Unusual Gifts - Glassware - Burma Boxes

Definitely . . .

Desmond's

. . . FOR EASTER GIFT SELECTIONS.

Russell M. Gray, M. D.

PHYSICIAN and SURGEON

Palm Springs Plaza Bldg.

Palm Springs, Calif.

Phone 6761

SPORTLAND

On the Plaza Garage Roof, Entrance Next to Desmond's

ARCHERY, PING PONG, BADMINTON, PISTOL-RIFLE RANGE, SHUFFLE BOARD, SKEEBALL

Public Invited . . . Admission Free

WALT BUNKER, Mgr.

Plaza Service Station

— Featuring —

Mobilgas and Mobiloil

HAVE YOUR CAR SERVICED HERE

while you are on your shopping tour.

PROF. G. H. CALVIN

Internationally Known Astrologer, Palmist and Numerologist—Your future foretold.

Locate lost articles and missing people. Have any problem in human relationship solved.

Prof. Calvin is daily at the Plaza.

National Auto Club

Free To All Members

Emergency Repairs, Towing, Tire Changes, Gasoline and Oil Delivery, Ambulance Service, Tire and Battery Delivery, etc.

Free Inspection Service 4 Times Each Year. And you save on Insurance.

Alvin Weingarten

INSURANCE

Phone 3666

SILVER

BEADS, CROSSES, PINS, RINGS, BRACELETS, BUCKLES, BELTS

All genuine handmade silver Indian work.

All our Navajo and Chimayo Rugs and Blankets, Vests and Coats, have been reduced.

Acoma Indian Curio Shop

In the Plaza . . . Opposite Desmond's



Do Your EASTER SHOPPING

in

The Plaza

A Complete Shopping Center



*"It's Easy to Park
In The Plaza"*

ROBERT RANSOM REALTOR

Main Office in The Plaza

Phone 3666

Phone 5544

Tweeds and Weeds

Palm Springs and Santa Barbara

— Importers —

Cashmere and Shetland

Sweaters

Women's Suits and Coats made to order from a selection of the finest Scotch and Irish Tweeds and Cashmeres.

CARL'S

Drop in for lunch while on your shopping tour in the Plaza.

Dancing Saturday Nights

No Cover Charge . . . No Minimum.

MARY KAZHAL, Inc.

GOWNS - SPORTSWEAR - ACCESSORIES

Palm Springs, California - Cleveland, Ohio

Plaza Garage

Complete Automotive Service

Cars Called For and Delivered

Cadillac, LaSalle, Oldsmobile

SALES and SERVICE

Phone 3737

Your Visit to Palm Springs

. . . is not complete unless you have enjoyed the facilities of Southern California's most beautiful theatre.

The Plaza Theatre

Palm Springs

COSMETICS

To Make Her Easter More Complete

— at the —

Plaza Pharmacy

"Beside the Theatre"

♦ THE BEST AND NEWEST IN

Distinctive Hair Styling

PLAZA BEAUTY SHOP

Tina Granger, Manager Phone 8595

DR. V. LEE EVITTS,
CHIROPODIST, FOOT ORTHOPEDIST
Practice Limited to Feet
Phone 8595

♦ PALM SPRINGS ASSOCIATES

Office in the Plaza—Phone 5454

CRAFT STUDIO

KNITTING YARNS and ACCESSORIES

Instruction given with purchase of yarn.

HAND WEAVING—Instruction given.

♦ PALM SPRINGS BOOK SHOP

Virginia L. Colville

NEW EASTER BOOKS FOR CHILDREN

♦ THE NEW SMART GIFT SHOP

Joshua Tree Studio

features

DANISH GLASS

and

WINFIELD POTTERY

made in Pasadena

also has many unique and clever

GIFTS and GAGETS

for "Housewarmings"

Lookers Invited

Real Estate Page of The Desert Sun

All Advertisers on This Page
Are Members of The Palm
Springs Realty Board

Lindop Represents Palm Springs at National Conference of Realtors In Chicago; Tax Reduction

With a national conference on real estate taxation called in Chicago April 6 by the committee on real estate taxation of the National Association of Real Estate Boards, Joseph W. Catharine, Brooklyn, president of the Association, announced the appointment to membership in the national committee of Edmund F. Lindop to represent the Palm Springs Real Estate Board.

Former Governor Myers Y. Cooper, of Ohio, chairman of the committee, states that the coming national conference to be held at the Palmer House, Chicago, in which the American Farm Bureau Federation, the National Grange, and the National Association of Building Owners and Managers have been invited to participate, will center on the question of best present action to achieve readjustment of the real estate tax system to a just and economically sound basis.

"A system which levies three-fifths of the total costs of local, state, and national governments against a commodity which produces only one-fifth of the total national income is manifestly illogical, unfair, and dangerous," he says. "Yet that is the position of real estate today."

To furnish a fulcrum on which legislative levers can shift the entire tax structure to a broader base, the National Association of Real Estate Boards, after six years of study of the tax structures of the 48 states, adopted a program of suggested action for every state outlined in a statement just issued by the committee as follows:

1. We propose that each state and territory adopt a constitutional amendment specifically limiting the tax on real estate for all purposes to a fixed percentage of its true value.

We suggest that the limit should not exceed 1½ per cent. This in effect would be equivalent to an income tax of approximately 25 per cent which is surely all that real estate should, in equity, be called upon to pay. The average real estate tax at present is nearly three times this amount.

2. We propose that in valuing real estate for tax purposes its income should be the basis for computing its assessed value.

At present the general practice in tax assessing is to consider three factors to arrive at the "value" of the property: 1. Reproduction costs minus depreciation; 2. Comparable sales in the neighborhood; 3. How much money do we need to raise? We suggest that the important factor is: How much money did that piece of real estate earn? Both the United States Supreme Court and the state Supreme Courts have upheld the principle we advocate.

3. We propose the drastic restriction or the use of the special assessment as a means of financing new public improvements, and the ultimate abolition of the special assessment laws.

We suggest that before any improvement to be paid for by special assessment shall be undertaken there shall be required the written consent of a majority of the property owners and representing more than half of the real estate area which it is proposed to assess.

4. We propose that the costs of maintaining state minimum requirements in public schools shall be transferred from the local units of government to the state government, and that Federal financial aid be invoked to accelerate such action.

The educators themselves have taken the lead in this movement. In some states, and one of our territories, the entire cost of state-required schools has been assumed by the state or territorial unit of government. (A report is now before Congress from President Roosevelt's advisory committee on education recommending expenditure of \$855 millions by the Federal government in the aid of schools in the various states.) Until recently real estate has borne 90 per cent of the cost of education in most of the states.

5. We propose that funds obtained by state governments from gasoline and motor vehicle taxes should be used for the maintenance and construction of streets in municipalities as well as for rural highways.

This principal is now coming into general acceptance. We suggest that the allocation of such funds to city streets should be made first to the construction, improvement, and maintenance of arteries and sub-arteries which

coordinate with county and state highway systems.

6. We propose that there shall be vested in a state agency the right upon appeal to review any proposed tax levy or bond issue and to revise these downward, or in the case of bond issues to veto them entirely; such findings to be binding upon the local authorities unless reversed by a direct vote of the people.

We strongly favor careful local budget making, but the intricate overlapping of our taxing units calls for the interposition of a central agency to make budget control by local taxpayers a practical possibility. New York, North Carolina and Indiana are states that have put the principle we advocate into practice. In Indiana the direct savings to the taxpayers in bond issues and tax levies amounted to an average of \$7,700,000 annually in the first ten years of the plan's operation.

Full Steam Ahead For Bldg. Volume Says Williams

When asked for his idea of the proposed April 1st agreement between the Palm Springs chapter of the Building Contractors' Association of Southern California and The Palm Springs Building Trades Council, John W. Williams, president of the Palm Springs Real Estate Board, made the following statement:

"The announcement in last week's local press of a new April 1st proposed agreement affecting the wage scale of local building tradesmen is a highly commendable and encouraging action."

"This new arrangement seems a most equitable one, and should serve to stabilize and equalize the relationship between builders and tradesmen on a par with other communities in Southern California."

"I am sure that all residents of Palm Springs who want to see the community grow will wish to see this agreement carried out, to the end that the long deferred building volume may be given 'full steam ahead.' If this is done, there will be a greater and better Palm Springs for all of us."

Mr. and Mrs. Humphrey Bogart are vacationing at the Lone Palm. Bogart is to be the villain in "The Amazing Dr. Clitterhouse," featured film now under production at Hollywood.

Income

\$2500 handles this bargain.
Total cost \$6500 furnished.
New Duplex on Palm Canyon Drive. Present Income \$300 monthly.

Lot

60 x 149 feet
Will pay itself out in 5 years.
Lot should also double in value.

- RENTALS
- HOMES and
- APARTMENTS

Munholland & Co.

139 North Palm Canyon Drive

Phone 3673

Building Costs Lower Than 10 Years Ago

Any supposition that the cost of new homes is too high was exploded by an audit of a typical builder, operating in and around Los Angeles, by the Building Contractors Association of Southern California.

Comparison of figures showed that a "superior" six-room home containing two bedrooms, living room, dining room, breakfast room and kitchen, selling today for \$7000 for the house and lot, ten years ago would have cost the buyer at least \$8730.

Col. William H. Evans, president of the association, said: "The materials, too, are improved. We could not sell a house today with the equipment of 10 years ago any more than the automobile manufacturer could sell a 1928 car today."

"Home financing costs also have been slashed. The new Federal Housing Administration loans represent a saving to the home buyer up to 3 per cent in interest per year."

EASTERN MANUFACTURER MAKES SHORT VISIT HERE

Elmer L. Ward of Cincinnati, president of the Goodall Company, manufacturers of the famed Palm Beach clothing, landed in Palm Springs in his beautiful Lockheed Electra plane last week for a brief visit.

Mr. Ward arrived in Palm Springs at 11 a. m. after averaging 208 miles an hour for the trip from Los Angeles. He stayed here until 2 in the afternoon, lunching with Barney Hinkle, and then sped on to Phoenix and thence east.

For good job printing phone the Desert Sun, 3594.

Pay telephone bills before the 25th and receive discount.

Offers Large Lots At Small Prices For FHA Loans

"I feel we should do everything in our power to meet all the requirements of the Federal Housing Administration so that we can get some of the 100% Title One FHA loans for employes working in Palm Springs," said Raymond Cree this week when interviewed by a Desert Sun reporter.

"I want to do my bit," added Mr. Cree, "so I have increased the size of the lots in Winter Haven Manor to more than the 7500 square feet demanded by FHA before they will grant a 100% loan on a new home valued up to \$2500. To make it possible for local workmen to buy these lots, I have set the price as low as possible, \$585, and will sell on terms to suit the buyer."

FHA offers to loan all of the money for the construction of homes up to \$2500 under the Title 1 of the FHA act, but one of the requirements is that the lot on which such a home is to be built must have at least 7500 square feet, unless it has sewer connections. Mr. Cree's lots are 70x110, or 7700 square feet. Interest rate for Title One loans are only 5%, as is the case in all FHA loans, and all insurance, taxes, interest and principal are grouped and paid off in small monthly payments to the lending agency. Thus a salaried employee may acquire a home at payments oftentimes less than what he ordinarily fritters away for a good time. The local Bank of America will make Title One loans.

Title 2 loans include homes up to \$6,000 on which the government will insure loans up to 90 per cent in some cases, and it will insure up to 80 per cent loans from \$6,000 to \$5,000,000, for single or multiple family dwellings.

ADVERTISE in The Desert Sun for best results.

BUY IN PALM SPRINGS.

Before You Buy

— SEE —

Chino Canyon Mesa

Panoramic View Property

Lots 100 x 135 — Underground Utilities

PRICED TO SELL

RUFUS J. CHAPMAN

REALTOR

Associates — AL. R. HOFFMAN, CHAS. J. MATHEWS

Next to Telephone Bldg.

Phone 4552

Member Palm Springs Realty Board

BUILD NOW
in
WINTER HAVEN MANOR

Lot 70x110

\$585

More than the required 7500 square feet to qualify for a Title I FHA 5% interest building loan.

In order to cooperate with the citizens of Palm Springs who wish to secure 100 per cent FHA loans, we have increased the size of lots in this beautiful subdivision.

We can arrange terms to suit you. Be sure to see about this proposition.



RAYMOND CREE

Est. 1921

- Associates -

Anthony Burke

Katherine Polak

John Cameron

Opp. Desert Inn

Phone 5174

FHA Will Sponsor Home Repair Drive

Citizens in approximately 3,500 cities and towns in every state have accepted chairmanships of better housing committees to conduct home repair and residential construction programs under the revised provisions of the Federal Housing Administration plan. Stewart McDonald, administrator, said. These chairmen acted in the same capacity in the home improvement programs conducted under FHA sponsorship several years ago throughout the country, which resulted in millions of dollars in repairs, alterations and additions to homes. When the programs are in full swing it is expected that more than 5,000 chairmen will have accepted the responsibility for their organization and leadership.

A manual, "Suggestions for Commit-

tee Organization and Procedure," is being prepared by the Federal Housing Administration in Washington for use by local better housing committees and will be distributed soon, Mr. McDonald said.

Aviation Club To Arrive Here Today

Members of the Aviation Country Club of Oakland are due to arrive here today, at the Palm Springs Airport, to spend three days here before proceeding to the Aircraft Boat Show at Los Angeles.

It is estimated that throughout the world, during 1937, 4,989,877 passenger cars were produced.

One In a 1000

A very beautiful building site of ¾ Acre, close in, completely sheltered and with magnificent view. A real brook runs through the property, and adds great value. Imagine your home with a running brook through the garden. The utilities are underground, no power poles are visible, and the adjacent homes are some of the finest in Palm Springs. The property is improved with small furnished home and garage.

FULL PRICE \$3,500, TERMS. Listed Exclusively with

W. E. Rabbeth, Realtor, Phone 4567

Next Standard Oil Station

Member of Palm Springs Realty Board

10 to 1

Your Home Is Burglarized Before It Burns

10 residence burglaries occur to every residence fire. This is an estimate based on available records. With your home unoccupied during the summer months, your only sure protection is to obtain complete insurance in a sound insurance company. It is a sensible foresight, and the rates are surprisingly low.

Archie O. Palmer

"Open All Summer" for Your Convenience

DICK HASS, Insurance Manager

Phone 5522

Opposite Desert Inn

REAL ESTATE

INVEST NOW
FOR SECURITY AND PROFIT.
CHOICE SITES

on the New State and Transcontinental Highway and also fronting on N. PALM CANYON DRIVE in Ward Three in Palm Springs.

These properties have business frontage on both highways and have adjoining acreage. All utilities. We are closing out these properties at WHOLESALE PRICES.

See us for residential lots in Palm Springs.

Courtesy to brokers.

John J. Heffernan

MASON CASE & CO.

Phone 8155

N. Palm Canyon Drive

Owner Anxious To Sell . . .

New, unfurnished, strictly modern 3-bedroom, 3-bath home. Large corner lot, beautifully landscaped and completely walled. In exclusive district. Double garage. Ample room for additional improvements.

MUST BE SEEN TO BE APPRECIATED

Shown without obligation.

-- by --

John W. Williams

or Associates

O. C. RICHARDSON and L. J. BELL

North Palm Canyon Drive

Phone 3311



BEFORE YOU BUY or SELL

Be Informed of Present Market Value

W. J. CROSS

CONSULTING APPRAISER

Phone 5353

Harold Hicks Office

The Desert Sun

of Palm Springs, California
Johnson & Barkow, Publishers
Harvey Johnson and Carl Barkow

Entered at the Post Office at Palm Springs, California, August 5, 1927, under the Act of Congress of March 3, 1879.
Published Every Friday of the Year
Subscription Rate: \$2.50 Per Year, 5c Per Copy
Hannahs Building, Palm Canyon Drive
Telephone 3594

MEXICO

Those who have seen Mexico only at Tiajuana and Mexicali can scarcely appreciate the great republic of Mexico.

The writer thinks it passing strange that the Mexican government should invite American capital to develop its natural resources and then appropriate these holdings to its own use as was the case with the ejection of foreign oil operators.

No nation should be criticized for protecting its natural resources; however it does seem better, under restrictions, to have these resources developed by foreign capital and thus help to keep the masses of Mexico from want and privation.

The Calxico Chronicle says:

"From here there seems very little actual reason for hatred of Americans by the Mexican people."

"That quotation is from an editorial in the Imperial Valley Press. If we may be allowed a difference of opinion, we would say the Mexican people have every reason in the catalogue to hate Americans. We say that without implying any justification of recent anti-American propaganda and demonstrations.

"United States took, by force of arms, Texas, Arizona and California from Mexico. United States sent troops into Mexico since that time on flimsy excuses. United States citizens have exploited Mexico and Mexicans physically and morally more than the citizens of all other nations combined. Yes, we would say that the Mexican people have every reason to hate Americans, if there are valid reasons for hating anyone, and that we have no one but ourselves to blame for any anti-Gringo attitude there may be in Mexico, deplorable as it is."

JAPAN WILL PAY

When Japan gets to shooting at American boats it became expensive business for Japan.

Japanese news agency reports the Japanese government has decided to pay the full amount of the indemnity asked by the United States for the sinking last December of the gunboat Panay.

The Japanese reply to the United States note claiming the indemnity, it said, was expected to be sent in a few days.

United States Ambassador Joseph C. Grew last week presented to the Japanese government the American claim for \$2,214,007.36—\$1,945,670.01 for property loss and \$268,337.35 for death and personal injury.

WOMEN ARE YOUNGER

Women not only look younger than men of their age but are younger by all the tests that mean anything. Lloyd Jones' investigations showed the specific gravity of blood higher in old women than in old men—which means, of course, that old women are "younger" than old men.

The life expectancy of women past middle age is longer than that of men. So the insurance companies are not guilty of a discrimination when they charge women more for annuities than they charge men.

Since an active mind keeps the body young, it is fair to conclude that this physical superiority of women often has a mental basis. More women than men are voracious readers and listen to addresses on subjects that are stimulatingly controversial. If you doubt the truth of that statement, stand for half a day near the dispensing desk at any public library, count the borrowers, and take a look at the sort of books women are taking home. Then go to the open forums that your city provides for the inquiring among its citizens and note how many more women than men are in the audience.—Forum Magazine.

A WHALE OF AN ANIMAL

Do you know that a whale is an animal and not a fish?

Captain Roy Stuart of the charter boat Sport II harpooned a 1500-pound killer whale in Florida waters and attempted to enter it in the metropolitan Miami fishing tournament.

It was rejected on these grounds:

A whale is a mammal, not a fish.

All entries must be caught on rod and reel.

Now that a whale is not a fish let us say that maybe a steer is a bird; or an ostrich a race horse, faster than some of the race horses on which losing bets are placed at the race tracks.

Be Sure You're Registered; Election Year

It is too late to register for the city election to be held April 12, but it is not too late to qualify for the coming state and county elections to be held during the ensuing months of the year.

There are numerous vitally important issues to be decided during the coming state and county elections. There are a total of 142 major state jobs to be filled via the ballot box at the August and November elections. This does not include local political posts and county judgeships.

The voters this year must elect 11 state constitutional officers. They are: Governor, lieutenant governor, attorney general, secretary of state, treasurer, controller, superintendent of public instruction, and four members of the board of equalization.

This certainly is an impressive array of offices to be filled, and should interest all voters. There will be many other issues to be decided at the election. The county officials who head the departments will be up for election this year. There will be more than a score of state referendums to be voted upon by the people.

The right to vote is an American privilege. There are many countries where this right is not safeguarded. The growing expansion of dictatorships means that a greater and greater number are being denied this privilege. This cherished right is enjoyed by American citizens. They should prove their desire to maintain it by registering and voting at the coming elections.

Louis Frederick Ford of Palm Springs was arrested by the highway patrol, charged with drunk driving.

Lucas Tarte of Palm Springs, picked up for being drunk.

Public Stenographer — Helen McEwen, Desert Sun Office. Phone 3594.

Lower Trend Shown by Bldg. Cost Survey

Building costs in California, as well as throughout the country, have turned definitely downward, confirming the trend noted in scattered sections since the early fall of 1937, according to the Federal Home Loan Bank board.

In earlier analyses, declines were intermixed with considerable increase in some areas, the board declared, but February reports show costs downward in 16 out of 23 cities in comparison with November, 1937. For the first time since the full effect of the rise in the general building price level became evident late in 1936, one city reported the cost of constructing the standard home was below the level of cost in the first three months of 1936.

The board's findings, published in the current issue of the Federal Home Loan Bank Review, stated: "It is particularly significant that February building costs in four cities were below costs in these cities for February, 1937, and in one city, Little Rock, Arkansas, were below costs for February, 1936."

The small-house building index showed that the first signs of a halt in rising building costs appeared in July, 1937, confirmed by a leveling off of costs reported from two other groups of cities in August and September. Between October and January, 1938, fluctuations were more violent than usual, with the general trend, however, toward reduction in costs.

Reduction in the cost of materials generally was ascribed to lower prices of materials, although in January labor rates were lower or unchanged in 14 out of 18 cities surveyed.

Cities in which declines in building costs were registered in February covered two distinct areas, said the Review. One begins in Philadelphia and runs diagonally across the country to Texas; the other covers Nevada and

BRING JENEVA your problems. 961 North First Street, Banning. Hours 10 a. m. to 4 p. m. s14-tf

CLASSIFIED ADS.

For Sale

FOR SALE—Ermine jacket, white Russian, practically new. Sacrifice. Also other furs. Write Box 586. s35p

FOR SALE—1938 La Salle Convertible Coupe. Radio and many extras; driven only a few miles. A chance to make a real buy. Roy Voorhees, phone 5122. s35

FOR SALE—Large olive tree, suitable for transplanting. Phone evenings, 4141, Banning. s35

FOR SALE—Black and white Pinto mare, 4 years old, 800 pounds. Also bay mare 7 years old, 850 pounds. Inquire Arrol's Buckskin Stables, Ramon Road, Palm Springs. s34-35

FOR SALE—Near Colonial House, three-bedroom, two-bath, beautiful furnished home, with unit heat; has large living room and dining room, also breakfast room; two-car garage; four-foot steel concrete wall around property. Phone Mike Flavin, 5353. s30tf

FOR SALE—Bargains in used bicycles, in good condition. Miller's, next to Thrifty 5, 19 and 25c Store. Phone 4014. s25tf

FOR SALE—Ten acres desert date soil; small desert shack. Unheard of price \$300. Phone 3594, Helen McEwen, Z. V. Decker's office across street from Standard Oil Station. s-22

Wanted

WANTED—Building tract for cottage with irrigation water; give price, size, description. Address Box ALC, Desert Sun. s35-36-37-38

WANTED—The best home Twelve Thousand Dollars will buy. Give description. 1136 Longwood avenue, Los Angeles. s35-36-37-38

WANTED TO BORROW \$1000.00 on 160 acre ranch. Will pay 10% one to three years. Good house, large basement, drive-in garage, chicken house. W. T. Thomas, Box 4, Garnet. s35-36

POSITION WANTED—By responsible woman as caretaker or manager of apartments during summer months in exchange for living quarters and small remuneration. Excellent references. Address Box C c/f Desert Sun. s35p

\$50 REWARD—Watch, man's platinum with chain, small gold compass attached. Serial No. 43050. Monogrammed "I. T. S." Notify Desert Sun office. s35

For Rent

RENTALS—Apartments \$25.00 per month. Small home, \$40.00 per month; 2-bedroom home, \$60.00 per month; 5-room, furnace heat, \$100.00 per month. Hohl, phone 3914. s-35

SUMMER RENTALS—Spend the hot summer months in cool Balboa on beautiful Newport Bay. For information as to summer rentals, prices, etc., write Jordan & Twist, 700 East Central avenue, Balboa. Or phone W. L. Jordan at Palm Springs 7819. s33-tf

FOR RENT—Brand new furnished 3-room duplex apartment on bay at Newport Beach. Sleeps 4; use of row boat; utilities paid. \$20 per week. Phone Palm Springs 7989. stf

ROOMS—Beautifully furnished. Everything new, and equipped with private, modern conveniences at The Modern. Special prices to first of the week guests. Location 400 feet south (toward mountains) from Texaco Station at Cathedral City. D. G. Zinn, proprietor. s25tf

For Rent—Furnished

Modern 1-bedroom, Spanish stucco house in Santa Rosa Tract. Fireplace; refrigerator; studio couch in living room, \$215 for lease from now until Sept. 1. Also lease for next season available.

MIKE FLAVIN
Phone 5353

USED RADIOS—\$5 and up. Radio Sales and Service Co., next to Safeway. Phone 4084. s24tf

PIANO TUNING — Herbert Eddy. Phone 8255. Simpson Radio and Frigidaire Co. s10-tf

HOUSE TRAILERS Gypsy Caravan

House Trailers—Sleeps Four—Includes brakes and directional signal
Special at \$595

Used
3-Pass. TRAILER with Brakes \$295 and TRAILER LUNCH WAGON

Also Plenty of Used House Trailers from \$125 up, and Luggage Trailers, Tents, Mattresses, Parking Jacks, Hitches.

Venetian Blinds for Trailers
Pavny's Trailer Mart
S. Palm Canyon Dr., Palm Springs

California, with the exception of Los Angeles, where costs rose but where they still are below the level of other California cities.

The greatest decline was in Nashville, Tenn., where the standard house cost 6.1 per cent less in February than in November, accounted for by lower prices both for materials and labor. Columbus, Ohio, showed a 5.6 per cent drop on the same basis. In Harrisburg, Pa., a decisive decline of 5.2 per cent was entirely due to lower wages.

THE HOT DOG HABIT

It has been estimated that one and a half billion individual wienies—frankfurters—hot dogs or whatever you care to call them—are produced in the United States alone.

Among the unsung heroes of the hot dog world is Harry M. Stevens, caterer at the New York Polo Grounds who, back in 1898, when Hobson was the hero of America and Dewey was the star at Manila bay, conceived the idea of serving steamed frankfurters in the rolls. At about the same time, "Ted" Dorgan, the cartoonist, coined the name, "hot dog."

The hot dog eating habit, once ridiculed in foreign countries, today has a firm hold in England, France, Russia, South Africa and Australia. It is as popular at Ascot as at Coney Island.

The hot dog is primarily a small, spiced beef and pork sausage. Smoking adds the final touch. The casing may be either a natural meat product

or, more recently, a chemical product of the cellulose family. Natural casings for frankfurters are supplied by sheep and are the second most important product of the industry in many sheep raising districts.—Nation's Business.

A herd of Mexican longhorns is among the "props" sought by A. L. Vollman, who will produce the gigantic spectacle, "Cavalcade of the Golden West" at the 1939 World's Fair of the West on Treasure Island.

Electrolux Gas Refrigerator, silent and economical. Terms arranged through Bank of America or Southern California Gas Co. Miller's, next to Thrifty 5, 10 and 25c Store. Phone

PRINCESS ZORAIDA

The World's Greatest Egyptian Clairvoyant, Sand Diviner, Crystal Gazer and Palmist.

This gifted woman who has astounded persons from all parts of the world can help you—make an appointment today and learn what fate holds for you.

N. Palm Canyon Drive
For Appointment Phone 5950
Test Reading 50c

The Tailored Lady

Palm Canyon Drive Palm Springs Carnell Building

Has Purchased the Entire Stock and Fixtures of

Ye Windsor Style Shop

South Palm Canyon Drive, South of Plaza District

AND ANNOUNCES

A Tremendous Sacrifice Sale

For Quick Selling to Raise Cash Immediately.

HUNDREDS OF LOVELY SLACK SUITS AND DRESSES FOR DAY TIME AND EVENING WEAR.

BUY YOUR EASTER AND SUMMER WARROBE NOW

SLACK SUITS and DRESSES at

\$3.95 and \$4.95

Worth Double

Other Lovely SLACK SUITS and DRESSES at

\$6.95 \$8.95 and \$12.95

At a Saving of One-third and More

About 30 Stunning DINNER and FORMAL FROCKS at

\$10.95, \$14.95 to \$69.50

Worth Double These Prices

A Beautiful Assortment of

HATS, BAGS, BLOUSES, BELTS, SANDALS, JEWELRY
The newest and smartest at sacrifice prices for immediate disposal.

COME EARLY—SALE GOING ON IN

The Tailored Lady and The Windsor Style Shops

GOFF HOTEL

Now Under the Management of
ALEX H. NORD
Formerly of the Stillwell Hotel, Los Angeles
HOTEL ROOMS and COTTAGES
Sensible Rates

Palm Springs

Phone 3304

ARDEN DAIRY PRODUCTS

HARRY N. WILLIAMS, Jr.
Phone Palm Springs 7014

THE DESERT SUN

CLASSIFIED ADS

ONLY **2c** A WORD

First Insertion

Only 1c a word for every insertion thereafter of the same ad with a minimum of 25c for any one insertion.

DESERT SUN

Classified Ads
Bring
RESULTS

Phone
3594

DOINGS OF THE PALM SPRINGS



Every Thursday
12:10 (Noon)
Carl's Restaurant

John Sprague, Jr.
Secretary
Phone 4524

George Katz of the Katz Advertising Company, New York City, was the speaker at the regular weekly luncheon meeting of the Palm Springs Lions Club Thursday noon, March 31, and was introduced by Lion "Jerry" Sanborn, chairman of the day. There were to be two speakers at the meeting, but the other, Basil Brewer, publisher of the "Standard Times Mercury" and owner of radio station WNBH, New Bedford, Mass., was unable to attend.

Mr. Katz gave a short, but very interesting talk on advertising. He said that advertising is nothing more than an "opportunity to appeal to an audience," and that the value of this advertising or appeal "depends on the message the advertiser has to bring." Mr. Katz said that some advertising "gilds the lily," paints a beautiful and romantic picture about some common article; this overstatement should be avoided, he said. The trend today, he said, "is to speak more sanely about products in advertising."

Mr. Katz stated that the newspaper is the primary medium of advertising. The newspaper is the one medium that reaches almost everyone. Because of these troubled days we are going through, the newspaper, which chronicles these events, has a great reader interest, and therefore is read very religiously by the public. This makes advertising in the paper more valuable. Radio is secondary to the newspaper as a medium of advertising, Mr. Katz stated in his talk.

When asked how we can best advertise Palm Springs, Mr. Katz stated that Palm Springs is a very unique resort. He said that if we in Palm Springs want a popular "Coney Island" type of resort appealing to the great masses, we should do popular advertising. However, if we desire to keep Palm Springs as a unique and exclusive resort, we should keep away from the popular type of resort advertising and use a more reserved, retiring type of advertising.

At the meeting Thursday Vice-President Al Gardiner automatically became the president of the club when resignation of Former President Joe Schobe was read to the group. President Schobe gave as the reason for his resignation the removal of his residence from Palm Springs to Hollywood.

The report of the nominating com-

mittee was read by Lion Raymond Cree, chairman of the committee, nominating Francis Crocker for the presidential post for the coming term. No nominations were made from the floor for any office, but nominations will still be in order at next week's meeting. The terms of all officers expire excepting those of Directors George T. Oliver and Clarence Hyde.

Clarence Hyde's team, which was the loser in the recent attendance contest, guzzled beans at the meeting while Bill Atkin's winning team enjoyed delicious steaks. According to the terms of the contest, the winning team was to enjoy a big steak dinner while the losing team at the same time watched the process, but themselves received only beans to eat.

Lion Charles Crumpton was absent from the meeting because of the death of his son-in-law, George Russell, at Indio, as the result of an airplane accident.

Andy Anderson, popular local pianist, who so aptly entertains the club every Thursday with his snappy playing, was unable to be with the club this week due to the death of his wife, who passed away last Sunday. The members of the club all join in extending their sincerest sympathy to their friend, Andy, in his hour of bereavement.

Also missing from the meeting this week because of a death in the family was John Munholland, whose daughter-in-law, Mrs. James Munholland, passed away at Long Beach late Monday night as the result of complications following an appendectomy.

The club gave George Oliver and his safety committee, composed of Bert Garner, Herb Scarborough and Jack Moss, a vote of thanks for the good work they have done in obtaining through Bob Dillon and the county board of supervisors the much needed boulevard stop signs on Indian avenue.

Jack Heffernan entertained the club this week with some lively entertainment. "Pop" Gorham was a sensation as the "barber shop tenor" in the quartet composed of himself, Jack Heffernan, Vincent Savory, and Rufus Chapman. Jack accompanied the quartet on the piano and also told the club some dandy jokes.

Women In the News

By LEONE BAXTER

From Hollywood to Hangtown, women are weighing the words of the roving English author, J. B. Priestly, now visiting California, who disarms his audience with unreserved admission that it's impolite business to go about pointing at other people's mistakes—and then proceeds to do exactly that, directing his thunder this time toward women in this country.

The "freedom" of American women, according to Mr. Priestly, is as heavy a yoke as their household drudgery of former years, which many modern women long since have escaped. The strenuous job of keeping up personal appearance, says the author, and the general desperate effort to cultivate mind and body, to develop poise, personality and charm, never allow an American woman to let down on either "culture" or coquetry, even in middle years or old age!

One of our own distinguished Californians, former Congresswoman Florence P. Kahn—who aptly illustrated the truism that age brings its own privileges and rewards—probably would agree with the Englishman, that strident accent on youth often is a tragic boomerang for older women. Recently speaking before an Ad Club gathering of men and women who write the copy for newspapers and magazines, Mrs. Kahn seasoned the discussion with the salty comment:

"Women have been propagandized about personal appearance until many have grown haggard trying to look their best!"

Author Priestly goes much farther than that. "A few wrinkles," he says, "a washed, pale cheek, a mouth without lipstick, comfortable old clothes—how welcome the sight of a woman like that would be—at least to one traveling Englishman, homesick, perhaps for his native frumpiness!"

Viewing the whole picture, one must admit with Mrs. Kahn that it's silly to worry about the bloom of youth trying to preserve it. But it's doubtful that even the most charming, eager-to-please American woman whom the popular Mr. Priestly is likely to meet in his travels, will be willing to go frumpy like her proverbial British cousins, even to please a homesick English author.

For in this country, busy women in all walks of life, with very little time and less money, augmented by the flair for fitting good taste into their budgets, have earned the delighted regard of American men—most of whom (thank heaven!) do not share the Englishman's high esteem for feminine frumpiness.

ADVERTISE in The Desert Sun for best results.

BUY IN PALM SPRINGS.

M.W.D. Wins \$5,000,000 San Jacinto Tunnel Suit

Action of F. E. Weymouth, General Manager of the Metropolitan Water District, in ousting Wenzel and Henoch, Milwaukee, Wisconsin contractors, from the 13-mile San Jacinto tunnel of the Metropolitan Aqueduct in January, 1935, was sustained Thursday by a United States District court in a judgment read by Judge L. R. Yankwich.

The court decision, which was a complete victory for the Metropolitan Water District, was the result of a suit brought by the midwestern contractor charging that General Manager Weymouth's ouster action was void and erroneous and asking damages in excess of five million dollars.

Stating that the contractor had unreasonably and unnecessarily delayed the construction of the San Jacinto tunnel, the Water District, acting in accordance with the terms of its contract with Wenzel and Henoch, took possession of the work in February, 1935, and has since carried on the tunnel work with its own crews as a "force account" project.

Construction of the tunnel was started by the Milwaukee firm in April, 1933, and during the 22 months that the contractor was on the job a total of 2.4 miles of the tunnel was excavated. This tunnel is one of the vital links in the 392-mile aqueduct system and the Water District engineers contended that the contractor in January, 1935, was from seven months to a year behind schedule, thereby delaying the completion of the tunnel and the entire Metropolitan Aqueduct project.

Since taking over the work in 1935, the Water District crews have driven more than eight miles of the tunnel, which goes beneath Mt. San Jacinto, and placed more than six miles of concrete lining in the bore, which is 16 feet in diameter. Approximately 2½ miles of the tunnel remains to be excavated.

Defense of the Water District's action was under the direction of James H. Howard, General Counsel for the Metropolitan Water District and former City Attorney of Pasadena. Mr. James S. Bennett of the firm of Finlayson, Bennett and Morrow was associated in the case for the District. The trial was held in a Federal court because of the fact that the plaintiff, Wenzel and Henoch, was an out-of-state contractor.

Now in its sixth year of construction, the Metropolitan Aqueduct is approximately 85 per cent completed and is expected to be placed in operation in 1939. Designed to carry a billion gallons of water daily from the Colorado River to the coastal plain of Southern California, the aqueduct is being financed and built by Los Angeles and 12 other nearby cities forming the Metropolitan Water District, which is a governmental subdivision of the State of California.

Safeway Boys Enjoy Outing Thursday

Last night the boys from the local Safeway store, together with their families, enjoyed an evening outing up Eagle Canyon.

The majority of the happy group rode to and from the scene of the wienie bake on horseback; however, some rode on the well known "Safeway Ford," the old rattletrap that made such a hit as the Safeway Store's entry in the Desert Circus parade.

Mrs. James Munholland Is Taken By Death

Mrs. James Munholland, daughter-in-law of Mr. and Mrs. John G. Munholland of Palm Springs, died Sunday evening at a Long Beach hospital as the result of complications following an appendectomy.

Mrs. Munholland left Palm Springs Saturday to be with her son and daughter-in-law when she received word here that the latter was critically ill, and was with the stricken young woman when death came.

Mrs. James Munholland (nee Willo-Jean Hansen) was well known in Palm Springs and had made many friends here during her frequent visits with her husband's parents. Her husband is a prominent Long Beach attorney.

Mrs. Myra Munholland came to Palm Springs to be with her son, John G. Munholland, while the latter's wife is in Long Beach with her bereaved son, James Munholland.

One-Third of Homes Of Nation "Obsolete"

Dr. James Shelby Thomas, of the Chrysler Institute of Engineering, includes the development of the efficient house among the substantial needs toward which new enterprises may well be aimed. Dispassionate observation, he said, finds one-third of the houses of the country obsolete.

"Like the passenger equipment of American railroads, which the streamliners have rendered obsolete, well built, well located older houses are still giving us good service," Mr. Thomas said; "and we have in America houses so well designed, so well built and so well located that they have held their quality and charm and livability from the days of the colonies and of the Western pioneers. But the degree to which progress in design, in equipment and in building method itself has advanced in recent years is perhaps our greatest single element of pressure for a real era of rebuilding."

FOREST RANGER TRANSFERRED FROM IDYLLWILD TO LASSEN NATIONAL FOREST

L. A. Horton, U. S. forest ranger at Idyllwild, has been transferred to Lassen national forest in Northern California, with headquarters at Susanville.

The work to which Ranger Horton has been assigned will consist of special fire studies, with reference to prevention. The transfer apparently is not designed to be permanent, since the order instructing Horton to report for duty in the Lassen district, reads for a period of two years.

Richard May, who has been connected with the department of recreative work and also has filled the position of ranger in the San Bernardino forest, will go to Idyllwild April 1 with the title of acting ranger.

29 Palms

The Perfect Health Climate in the Desert.

Model Cabin

Large lot, trees, electricity, water
\$985
Easy terms.

Schneider-Bunker Co.

113 W. 29 Palms Highway
Phone 221
29 PALMS, CALIF.

Old Sol

is EMPEROR of all he surveys (and he surveys everything) at



CAMELBACK INN

AMERICAN PLAN

America's most distinctive DESERT RESORT—located in the "Heart of Cactus Land"—11 miles from Phoenix, Arizona

Under the friendly management of JACK STEWART



Decrease Shown In Motorists' Death Rate

There were 99 fewer traffic deaths in California during the first two months of 1938 than during the corresponding period of 1937, Director Ray Ingles of the Department of Motor Vehicles revealed in a report to Governor Frank F. Merriam.

The figures for this year show 220 deaths in January, 195 in February, while the January figure for last year was 305 and for February, 209.

Director Ingles said that the present intensive campaign for safe driving, both through enforcement and education, apparently was bringing the desired results.

He pointed out that this reduction, if maintained during the year, would bring the California toll for 1938 under 2,000. The toll for 1937 was 3,139 fatalities.

MOTOR CARAVAN MAKES ANOTHER ATTEMPT TO FIND LIZARD ANKS

Another attempt to locate the long-lost Lizard Tanks somewhere in the Sheephole mountains, between Morongo Valley and Amboy, proved to be no avail for a caravan of Twenty-Nine Palms motorists.

The party found a dry-lake bed in the mountains and also an abandoned gold mine, both of which were very interesting and all but inaccessible by auto. The name of the mine is unknown. In the center of the lake-bed was a well that entailed lots of work to dig because of its great depth and that it was cribbed all the way with heavy timbers.

Lizard Tanks is known to be located somewhere in the mountains to the northeast of Twenty-Nine Palms, because old-timers have reported having come upon the excellent spring while prospecting, but so far have been unable to direct anyone to the exact location.

One American authority states that knitting, crochet work, and embroidery are good cures for naughty boys.

Public Schools Week Observance Begins Monday, April 25

Palm Springs and every California community, beginning April 25, will observe Public Schools Week.

James T. Foster, grand master of Masons of California, issued the proclamation, addressed to the 130,000 members of the Masonic order in the state.

The celebration this year marks the nineteenth annual observance of the event, which was originally established to call public attention to, and aid in correcting a critical condition in the public schools due to a shortage of teaching personnel because of war conditions.

"It is in our public schools," said Fraser, in his statement, "that the citizens of tomorrow are being trained today. Especially significant just at this time is the statement made by De Witt Clinton in 1826 in his message to the legislature of the state of New York: 'I consider the system of our common schools as the palladium of our freedom; for no reasonable apprehension can be entertained of its subversion as long as the great body of the people are enlightened by education.'"

"It is to our public schools," Foster continued, "and to the citizenship there being inculcated in the youth of the land that we must look for the perpetuity of our democracy and the preservation of its safety, peace and prosperity."

The observance each year is conducted in cooperation with the Parent-Teacher associations, the American Legion, chambers of commerce and other service and civic groups.

Last year it was estimated nearly a million citizens visited services held in the auditoriums of public schools during the week.

Servel Electrolux is the only Refrigerator that is permanently silent. Miller's Authorized Electrolux Dealer. Phone 4014, next to Thrifty 5, 10 and 25c Store.

Announcing

Reduced Rates for Next Season on Furnished Bungalows

Reductions as much as 50% on leases made now for next season. One and two-bedroom bungalows, completely furnished. Anxious to make immediate arrangements because of illness.

SHOWN WITHOUT OBLIGATION

CASAS DEL SOL

North Palm Canyon Drive, Opposite El Mirador

\$250 Full Price

Beautiful View Lots in Banning, suitable for

Summer Homes. Lots of Shade Trees

Paved Streets—All Utilities

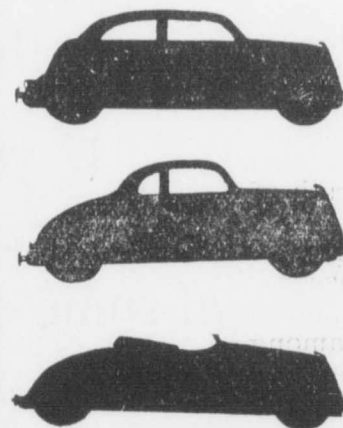
Building restrictions.

Terms if desired

Write Box M, Desert Sun or call Banning

Phone 3291

SEE OUR USED CARS BEFORE YOU BUY



We are closing out the balance of our stock of good, late-model USED CARS. Every car has been thoroughly checked; and all are in first class condition.

Let us show you these fine, guaranteed USED CARS.

—Terms can be arranged—
You will find the car you want at the

Desert Inn Garage

SALES SERVICE
COMPLETE AUTOMOTIVE SERVICE
GOODYEAR TIRES and TUBES
PENNZOIL LUBRICATION SYSTEM
PHONE 4001



Riverside County To Get \$337,000 For Repair Work

California state highway commission goes to bat to repair flood damage in Riverside county to the extent of \$337,000.

Several local projects are included in the list to be benefited.

Snow Creek—Rebuild approaches to bridge and replace pavement, \$20,000. Owl Wash, between Banning and Cabazon, on highway 99—Replace bridge and do additional protective work, \$60,000.

Whitewater river on highway 99, between Banning and Palm Springs—Replace protective wings, \$20,000.

San Geronimo wash, on Palm Springs route—Extend bridge, \$22,000.

Route 64, Pines-to-Palms road—Rebuild two bridges, \$10,000.

Route 77—Replace bridge, \$15,000.

Middle fork of San Timoteo creek, west of Beaumont—Build bridge to replace dip, \$25,000.

Temescal highway (between Corona and Elsinore)—Restore highway and do protective work, \$20,000.

The largest single amount for Riverside county is \$80,000 to replace the bridge washed out over the Santa Ana river between Norco and Corona.

Prado—Replace bridge, over the Santa Ana river, \$30,000.

Temecula river near Aguanga—Replace bridge \$35,000.

Work on the restoration of bridges and pavements of state highways destroyed by the flood of March 2 was assured Tuesday when it was announced by the state highway commission at Sacramento that \$4,413,241 had been allocated for the purpose for the state.

Of the amount Riverside county will receive \$337,000 and San Bernardino county \$1,025,000.

This money will be taken from the betterment, maintenance, construction, federal aid, emergency and snow funds, and will be available at once.

These betterments mean the employment of a great deal of labor.

Double-Header Ball Game Sunday

Real baseball will be dished out in generous quantities Sunday afternoon when three local teams meet on the Desert Inn-Mahie Golf Course to decide an argument. Mack Gordon and Harry Revell, famous song writers, will be the umpires.

The first game will start at 2 o'clock, the American Legion vs. Junior Chamber of Commerce. The Desert Inn team will take on the winner in the game to follow immediately.

Only one of the pitchers has been announced, Fred "Killer" Watson, who will pitch for the Jr. C. C.'s. It is rumored that the Legionnaires and boarding house boys are grooming two well-known pitchers, one of them being imported for the occasion.

Anyway, there will be two good games, and all the proceeds go to charity. Furthermore, the Legion is sponsoring ball games at the Desert Inn course for every Sunday afternoon during the balance of the season.

Indio's 2nd Annual Tennis Tournament Begins Today

Play in the second annual Coachella Valley Tennis Tournament began at Indio this morning with the first match starting at 10 o'clock. Sunday 14 matches will be played, completing the first round of the men's singles. There will be no matches Saturday.

In order that matches may be run off smoothly all players are urged by the tournament committee to be ready to take the courts promptly at the time set for their match. Players are instructed to report to a member of the committee at the courts before beginning play and to report the score immediately following completion of a set. Committee members are Hugh Moore, Guy Brinkley and Dr. John Tyler, with Bob Wilson assisting as manager. The tournament is sponsored by the Indio Civic club.

According to present plans, the tournament will extend over a period of three weeks, with semi-finals and finals to take place Sunday, April 10 and Sunday, April 17.

With a number of highly-rated players included among the entries, this year's tournament is expected to attract many spectators. Complete pairings are posted at the Indio tennis courts.



ON THE GOLF COURSE

The next big event on the local sports calendar, the annual Women's Invitational Championship Golf Tournament, is scheduled to begin April 25th and to continue through April 27, with many prominent California women golfers having signified their intention to compete.

This year's event will be a brilliant affair with two hundred stellar women golfers competing for the 30 prizes offered in the tournament, chief of which is the O'Donnell Trophy, to be awarded as a permanent prize to a three-time winner of the championship. Mrs. L. N. Roper of Phoenix, last year's winner, will be on hand to defend her claim to the trophy.

So overwhelming has been the response to the tournament, and so numerous the entries that the original

limit of 150 entrants was raised to the present 200 mark.

Mrs. Thos. O'Donnell, Mrs. A. H. Means and Mr. Thos. O'Donnell certainly are a working committee, when it comes to the invitation golf tournament. They have spent the last two days in town selecting prizes for the event.

The week following the Ladies Tournament there will be a Caddie Tournament for the Desert Golf Club Caddies. Players wishing to donate for this event may do so at the golf shop at the course.

Mrs. Katherine N. Roper with her house guest, Mrs. Nelson Breed, of New York, are spending several days this week at the Biltmore in Los Angeles. Mrs. Breed is the clever and capable landscape gardener who designed, planted and completed the landscaping of Mrs. Roper's new home in Tahquitz Park in the short space of about two weeks.

Mrs. Robert Burns and Mrs. Rankin will return to Palm Springs next week after a lengthy cruise to South American ports.

Quackenbush to Appear Before Indian Affairs Committee

H. H. Quackenbush, special officer of the local Indian reservation, expects to leave in the near future, probably the early part of next week, for Washington, D. C., to attend a hearing before the House Indian affairs committee on a bill for the sale of Indian reservation lands here. Quackenbush will be accompanied by Superintendent Dady of Riverside.

The House committee adjourned recently in order to have the record in the matter printed. It was due to reconvene this week at which time Quackenbush was to receive word as to when he was expected in Washington.

Magic Chef Gas Ranges. Terms arranged through Bank of America or Southern California Gas Co. We will trade in your old range. Miller's, next to Thrifty 5, 10 and 25c Store. Phone 4014. s25tf

Many Cases Heard First of Week

The grist in the mill of justice at Banning Monday was rather large.

A. Espinosa of Garnet, charged with reckless driving, paid \$50 into the city treasury.

Ramon Manuel of Palm Springs, drunk charge, paid \$20 into the county treasury.

Louis F. Ford of Palm Springs, charged with D.W.I., was fined \$100.

Tortez Lucas of Palm Springs, intoxication charged, was given a \$20 penalty.

Messrs. and Mesdames Ray H. Cox and Glen Conklin, visitors who have been sojourning at Solano Court, have returned to their homes in San Diego. Also leaving Solano Court for their homes in Riverside were Messrs. and Mesdames L. B. Mathis, Howard Simons and T. P. Alabaster.

Mr. and Mrs. Harry Hanbury have been spending several days in Pasadena.

November 1936—

More Than 300 Attend Incorporation Meeting; Unanimous Approval Voiced

"More than three hundred local taxpayers gathered at the school house auditorium Thursday evening to hear what was to be said on incorporating the un-incorporated village of Palm Springs. At the close of the meeting a rising vote was taken to secure the community's 'for and against' attitude. Ninety-five percent of those present were FOR INCORPORATION! Notable in the largest public meeting ever to be held in Palm Springs was the excellent representation of all interests—residents, wealthy and otherwise, big and little business—all were gathered together to consider a step vital to the future welfare of the village."

(The above is reprinted from the LIMELIGHT of November 21, 1936.)

January 1938—

More Than 600 Citizens Sign for Hearing on Incorporation

These people all signed the petition because they felt that the time has come when Palm Springs should have its own government by which to regulate its problems.

Sound government is essential to any community. In Palm Springs the problem of government has become of vital importance. Without a local governing authority it is today impossible to properly handle the important issues which face this village.

If you do not feel that you will be properly represented by one of the candidates who have filed from your ward, write in the name of some other candidate at the election, but make sure that you vote for incorporation.

Vote YES on Incorporation

Attend the Mass Meeting at the School House at 8 p.m. April 7

Harold Hicks

President Incorporation Committee

PALM SPRINGS THEATRE



Melvyn Douglas and Virginia Bruce in "Arsene Lupin Returns"

MELVYN DOUGLAS AND VIRGINIA BRUCE HEAD MYSTERY CAST IN "ARSENE LUPIN RETURNS"

Film audiences who in the past have been thrilled and chilled by the nerve-rattling adventures of that super mind of mystery fiction, Arsene Lupin, are in for another mystery treat with the showing Sunday only at the Palm Springs Theatre, of "Arsene Lupin Returns."

A cast of established film favorites is seen in the picture, headed by Melvyn Douglas, lovely Virginia Bruce and Warren William. Douglas comes to his new role from his comedy triumph in "Theodora Goes Wild"; Miss Bruce was recently seen as the heroine of "Bad Man of Brimstone"; and

William fills the new role of ace crime investigator following his outstanding characterization in last season's big hit, "The Firefly."

Others who have prominent roles in the production include the well-known Broadway actor, John Halliday, Nat Pendleton, Monty Woolley, E. E. Clive and George Zucco.

"Arsene Lupin Returns" presents an entirely new story based on the famous character, Arsene Lupin, created by Maurice Le Blanc, master of French detective fiction. Continuing the adventures of the celebrated gentleman jewel thief, the action of the narrative moves at high speed from the Federal Bureau of Investigation in Washington to the Montmartre district of Paris.



PLAYERS IN "PENROD AND HIS TWIN BROTHER"

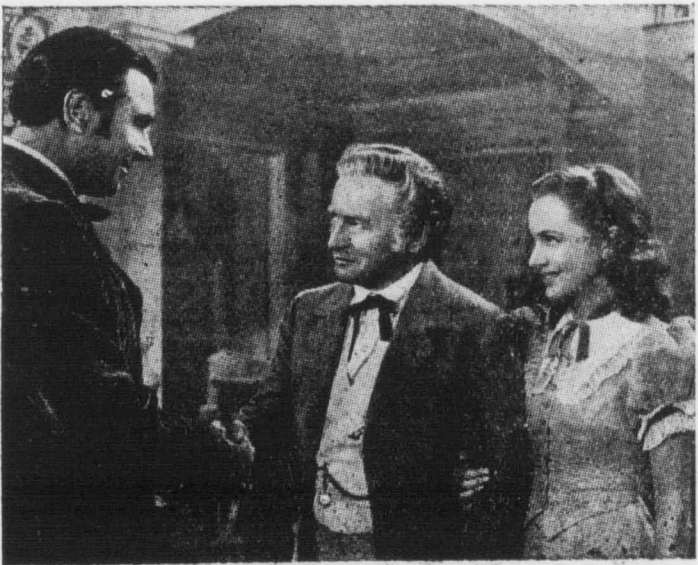
BOOTH TARKINGTON'S IMMORTAL "PENROD" COMING TO THE PALM SPRINGS THEATRE

Booth Tarkington wrote his adventure stories about Penrod Schofield, a typical, healthy, adventurous young American boy, more than 20 years ago. Most characters created in that era by even the most popular of American authors have long been forgotten.

But Penrod begins to look like an immortal such as Tom Sawyer and

Huckleberry Finn. He comes to the screen at the Palm Springs Theatre Monday and Tuesday, April 4 and 5 in "Penrod and His Twin Brother."

One of the attractions of "Penrod and His Twin Brother" is that it includes in its cast both of the brilliant 13-year-old twins, Billy and Bobby Mauch, who triumphed so notably in "The Prince and the Pauper," a few months ago. The earlier picture used only Billy.



GEORGE BRENT, OLIVIA DE HAVILLAND AND A PLAYER

PALM SPRINGS THEATRE TO SHOW TECHNICOLOR MOVIE WEDNESDAY AND THURSDAY

The Technicolor production, "Gold Is Where You Find It," co-starring Olivia de Havilland and George Brent, will be shown at the Palm Springs Theatre Wednesday and Thursday, April 6 and 7.

An outdoor drama based on the colorful war between the ranchers and

the miners of California in the 1870's, "Gold Is Where You Find It" is an adaptation for the screen of Clements Ripley's best-selling novel by the same name which ran serially in the Cosmopolitan magazine.

During this period the wealthy but unorganized wheat ranchers were fighting desperately against the big financial interests which were running the hydraulic mines.

'Snow White' at Plaza Theatre Now



SNOW WHITE AND DOPEY, SNEEZY, HAPPY GRUMPY, DOC, SLEEPY AND BASHFUL

Movie fans are about to have their hopes realized, for something new and enchanting, in "Snow White and the Seven Dwarfs," the first Walt Disney animated film to be made in full feature length, in Technicolor, with dialogue, songs, dances and a complete musical score. The picture was three years in the making, its cost being estimated at \$1,500,000.

The plot of "Snow White" is an adaptation of one of the most loved of the Grimm Brothers' tales. First published in the early part of the last century, this book has been translated into every civilized language. Its readers are numbered in the millions. A sterling favorite with generations of Americans, past and present, it is equally popular abroad.

Meeting "Snow White," the dainty, lovable little Princess, on the screen is the same as greeting an old friend

one has not seen for years. Her adventures being when the wicked Queen, jealous of "Snow White's" budding beauty, first degrades her to the level of a scullery maid. Even then the Queen's magic mirror informs the sovereign that "Snow White," though attired in rags, is still the fairest in the land.



Allan Jones, Judy Garland, Fanny Brice in "Everybody Sing"

INIMITABLE COMEDY STAR ADDS TO HILARITY OF "EVERYBODY SING"

Fanny Brice, veteran singer and inimitable dialectician of the stage and radio, returns to the screen in "Everybody Sing," which opens a two-day showing at the Palm Springs Friday, April 8.

The beloved comedienne, whose first picture, "My Man," started a nation of blues singers warbling that mournful ballad, joined a stellar cast for the comic musical extravaganza. She portrays a maid in the picture, which features Allan Jones, Judy Garland, Reginald Owen, Billie Burke, Reginald Gardner and Lynne Carver.

Plaza Theatre

Two Shows Nightly, 7 and 9 P. M.
Matinees Saturday and Sunday—Doors Open 2:45 P. M.

FRIDAY, SATURDAY, SUNDAY . . . April 1-2-3

WALT DISNEY'S FIRST FULL LENGTH FEATURE PRODUCTION

"SNOW WHITE AND THE SEVEN DWARFS"

MAKE RESERVATIONS NOW—PHONE 3484

MONDAY and TUESDAY . . . April 4-5

FREDDIE BARTHELOMEW, SPENCER TRACY and LIONEL BARRYMORE in

"CAPTAINS COURAGEOUS"

SELECTED SHORT VARIETIES

PARAMOUNT NEWS

WEDNESDAY ONLY . . . April 6

PAUL MUNI and LOUISE RAINER in

"THE GOOD EARTH"

THE KATZENJAMMER KIDS in "CLEANING HOUSE"

FOX MOVIE TONE NEWS

THURSDAY, FRIDAY, SATURDAY, SUNDAY . . . April 7-8-9-10

DEANNA DURBIN in

"MAD ABOUT MUSIC"

with HERBERT MARSHALL, GAIL PATRICK, ARTHUR TREACHER, WILLIAM FRAWLEY and MARCIA MAE JONES

TRAVEL

UNIVERSAL NEWS

— COMING ATTRACTIONS —

"Jezebel," "Bulldog Drummond's Peril," "Cassidy of Bar 20," "She Married An Artist," "Bluebeard's Eighth Wife," "Tom Sawyer," "Dangerous to Know," "Start Cheering"

they keep watch. The tiny chaps have already wreaked vengeance on the Witch, who has fallen to destruction over a precipice. Then came the handsome Prince, who loved "Snow White" when she was only a scullery maid, awakens her with a kiss, and the sweethearts leave together for their castle home.

This is only a sketchy outline of the action in the RKO Radio Picture which is studded with detail. There are laughs galore, inimitable incidents too many to describe, as well as dramatic thrills, romance and pathos, while over all is the fascinatingly bizarre atmosphere of Fairyland ex-

quisitely developed in three dimensional color photography.

Song hits in "Snow White and the Seven Dwarfs," include the dwarfs' marching song "Hi-Ho;" their washing song; the songs by Snow White, "Some Day My Prince Will Come," "With a Smile and a Song," "Whistle While You Work" and "The Wishing Well Song." and the Prince's song, "One Song." The melody of "Some Day My Prince Will Come" is the picture's theme music.

"Snow White and the Seven Dwarfs" had its world premiere in Los Angeles during last Christmas week to a stupendous public acclaim.

El Paseo Theatre

Two Shows Nightly—7 and 9 p. m.

FRIDAY, SATURDAY, SUNDAY, MONDAY, TUESDAY . . . April 1-2-3-4-5

GEORGE MURPHY and DORIS NOLAN in

"TOP OF THE TOWN"

TRAVEL

STRANGER THAN FICTION

COMEDY

NEXT ATTRACTION . . .

"THE MAGNIFICENT BRUTE"

PALM SPRINGS THEATRE

Western Electric

Two Shows Nightly, 7 and 9 P. M.—Matinee Daily—Doors Open 2:45 P. M.
EARLE STREBE, Manager

FRIDAY and SATURDAY . . . April 1-2

JEANETTE MacDonald and NELSON EDDY in

"THE GIRL OF THE GOLDEN WEST"

with WALTER PIDGEON, LEO CARILLO, BUDDY EBSSEN

MICKEY MOUSE, "CLOCK CLEANERS"

PATHE NEWS

SUNDAY ONLY . . . April 3

MELVYN DOUGLAS, VIRGINIA BRUCE, WARREN WILLIAM in

"ARSENE LUPIN RETURNS"

with JOHN HALLIDAY and NAT PENDLETON

PETE SMITH'S JUNGLE JUVENILES

PATHE NEWS

Travel, "NATURAL WONDERS OF THE WEST"

Novelty, "LIFE IN SOME TOWN IN U. S. A."

MONDAY and TUESDAY . . . April 4-5

THE MAUCH TWINS in

"PENROD AND HIS TWIN BROTHER"

with PHILIP HURLIC, FRANK CRAVEN, SPRING BYINGTON, JACKIE MORROW and BENNIE BARTLETT

Our Gang, "CANNED FISH"

Historical, "THE SHIP THAT DIED"

PARAMOUNT NEWS

WEDNESDAY and THURSDAY . . . April 6-7

GEORGE BRENT, OLIVIA DEHAVILLAND, CLAUDE RAINS in

"GOLD IS WHERE YOU FIND IT"

with MARGARET LINDSAY, BARTON MACLANE, JOHN LITEL, TIM HOLT, WILLIE BEST

Travel, "GLIMPSES OF AUSTRIA"

LOEWS NEWS OF THE DAY

FRIDAY and SATURDAY . . . April 8-9

ALLAN JONES, JUDY GARLAND, FANNY BRICE in

"EVERYBODY SING"

with REGINALD OWEN, BILLIE BURKE, REGINALD GARDINER and LYNNE CARVER

Mickey Mouse, "DONALD'S BETTER SELF"

PATHE NEWS

— COMING ATTRACTIONS —

"Jezebel," "Bulldog Drummond's Peril," "Cassidy of Bar 20," "She Married An Artist," "Bluebeard's Eighth Wife," "Tom Sawyer," "Dangerous to Know," "Start Cheering"

HAVE YOU A PAINTING PROBLEM?

Whether it's your furniture, your home, your automobile—let us help you.

If you are puzzled by any painting problem, let us help you. We specialize in painting supplies. Here you will find everything you need for the perfect job—the proper materials for surface preparation, the right tools and, equally important, economical finishes of enduring beauty.

ONE-DAY PAINTING

With WALLHIDE, FLORHIDE, and WATERSPAR ENAMEL, any room in your home can be redecorated in a single day. WALLHIDE makes walls beautiful with new and attractive soft-toned shades. FLORHIDE gives a long-lasting luster to painted floors. And WATERSPAR ENAMEL adds life and beauty to furniture and woodwork.

Take advantage of our estimating service. Let us know the size of your home. We will estimate your requirements and submit a bargain price. And, if you wish, we will recommend a reliable painting contractor.

C. C. LYKKEN DEPARTMENT STORE

A Quarter Century in Palm Springs

COLORED BY NATURE—PAINTS BY PITTSBURGH

PITTSBURGH PAINTS

Smooth as Glass

WALLHIDE • FLORHIDE • WATERSPAR • SUN-PROOF

Author 'Mr. Moto' Stories Guest at Desert Inn

Mr. and Mrs. John Marquand have been visiting at the Desert Inn with Mrs. Marquand's parents, Mr. and Mrs. E. H. Hooker of Pasadena. Mr. Marquand is a well-known novelist and the creator of the very popular "Mr. Moto" stories which appear in The Saturday Evening Post. He also writes for Colliers Weekly. His latest book was a story about Boston, called "The Late George Apley," and was a 1937 "best-seller." Mr. and Mrs. Marquand live in New York part of the winter and spend their summers at Newbury Port near Boston. He thinks the desert "most fascinating" and plans to spend more time here next winter.

Blooming Period Of Wildflowers

(Tabulation of questionnaire survey made by All-Year Club)

Desert wild flowers, Palm Springs and Coachella Valley, early April.

Desert wild flowers—in all directions from Las Vegas. Best during March and April. Most concentrated display near Colorado River, both Nevada and Arizona sides, near Boulder Dam. About 112 varieties including desert asters, desert heather, desert daisy, desert and California poppy, desert verbenas.

Flax fields in bloom, Brawley, early April.

Ranuncula and anemones (50 acres) South Oceanside, middle March.

Apricot, peach, prune and pear orchards in blossom (3500 acres) Banning early April.

Baby blue eyes and seven other varieties of wild flowers, Shafter-Wasco area, near Bakersfield, Kern County, early April.

Yellow poppies and other wild flowers, Arvin district, Kern County, early April.

Wild flower area southeast and southwest of Santa Maria, early April.

Cherry trees in bloom, Beaumont, early April.

Wild rice, Moose Canyon, north of Escondido, early April.

Wild mustard, Crown Point and Pacific Beach, early April.

Wild flowers, Ojai, early April.

Mesembryanthemum crystallinum (lavender pink moss-like blossom) grown in yards and parkways throughout Redondo Beach, early Spring.

Valencia orange trees in bloom (60,000 acres) Orange County, to April 15.

Wild flowers of many varieties in Giant Forest area, Sequoia National Park, particularly mountain meadows, from departure of the snow pack until late summer.

Desert flowers, in Mojave desert around Victorville, late April, early May.

(Mojave Desert Candle, Kramer Hills, 35 miles northwest of Victorville.)

(Desert lilies, Barstow-Yermo Section.)

(Desert lilies, Old Woman's Spring, 35 miles east of Victorville.)

(Yucca or Lord's Candle, foothills.)

(Desert Mariposa, foothills and scattering toward Victorville.)

(Desert Asters, ridges adjacent to Mojave River Valley.)

(Joshua trees in bloom, Victorville to mountains.)

(Evening primrose, sand verbenas, lupine, brodiaea or wild onion, baby blue eyes, Indian paint brush, thistle sage, apricot mallow — found scattered through all sections tributary to Mojave river valley.)

Lupine, yucca, prickly phlox, penstemon. San Gabriel Canyon, April May, June.

Cuyama Valley flower fields, early April.

Azaleas, along Merced river banks and in meadows of Yosemite National Park, May 1 to June 15.

Cactus in bloom in hills of Mojave desert around Victorville, May and June, (include Beaver Tail Cactus in foothills below Wrightwood; Mojavensis adjacent to Mojave River; Fish Hook Cactus (very rare) also found here.)

Sweet Peas (150 acre commercial field) Lompoc, from mid-May through June.

Larkspurs, Calendulas (75 acre commercial field) Lompoc, from late June to mid-July.

Marigolds, (100 acre commercial field) Lompoc, mid-July to early October.

Zinnias, marigolds, verbenas, amaranthus (500 acre commercial field) El Monte, July and August.

Nasturtiums (100 acre commercial field) Lompoc, late July and August.

Asters (150 acre commercial field) Lompoc, early August through late October.

A. E. F. Nurse Here Gets Letters From Pershing, Sheppard

Mr. Carl Barkow
The Desert Sun.

Dear Mr. Barkow:

The following letters were received by Miss Nora B. O'Sullivan, a long time resident of Palm Springs:

Washington, D. C.
March 22, 1938.

"My Dear Miss O'Sullivan:

"Your kind letter of March 1st gave General Pershing especial pleasure, coming from an A. E. F. nurse, and he asked me to express his appreciation of the sentiment it conveys.

"The General is making splendid progress toward recovery.

"Yours sincerely,

"L. E. ADAMSON,

"Captain, U. S. A., Secretary."

March 24, 1938.

"Dear Miss O'Sullivan:

"I have your communication of March 17th urging my support of HR 9604.

"I assure that this legislation will receive my utmost study and consideration when it is presented on the floor of the House for debate and vote and your support of this measure will be borne in mind.

"Let me say that I have supported all veterans' legislation which I considered fair and equitable to the veterans as I feel that they are deserving of every help possible.

"If I may serve you or your organization at any time, do not hesitate to write me.

"Sincerely yours,

"HARRY R. SHEPPARD,

"Member of House of Representatives, Congress of the United States."

HR 9604 is the American Legion Universal draft Bill. Looks like this fellow Sheppard is a live wire.

"BILL" WELLS.

Lyric Club of Ontario To Entertain Sunday, Community Church

The famous Lyric Club of Ontario and Upland, 30 voices, will give a concert Sunday afternoon, at 4:30, at the Palm Springs Community Church. The public is invited to attend.

This group is well and favorably known in Southern California, having sung on many occasions, and once or twice in Palm Springs.

They will give the following program:

Chorus—God So Loved the World—Stainer; Morning Hymn—Henschel; Green Cathedral—Hahn.

Trio—Life Thine Eyes—Mendelssohn; Mrs. Mildred McPheeters, Mrs. Ethel Cook, Mrs. Mary Schmidt.

Choir—Seraphic Song—Rubenstein.

Solo—Open the Gates of the Temple—Knapp—Mrs. Howard Mitchell.

Chorus—Soon I'm Going Home—Lester; Listen to the Lamps—Dett; I'm So Glad Trouble Don't Last Always—Dett.

YOUTHS CLING TO BOAT OVER HOUR ON LAKE ELSINORE

After clinging to their overturned boat for more than an hour in the cold waters of Lake Elsinore Sunday afternoon, three Elsinore boys were rescued and returned to their homes apparently with no ill effects from their adventure.

Starting out in a row boat early Sunday afternoon, Thomas Batterton, 12, his brother, R. D. Batterton, 11, and Johnny Coutts, 10, did not notice how the brisk wind was piling up the waves offshore until waves near the middle of the lake capsized their light craft and the boys were thrown into the water.

ARMSTRONG CERTIFIED DAIRY

Producers of
CERTIFIED
GUARANTEED
GRADE "A" RAW
and
PASTEURIZED

MILK
CREAM
BUTTER
EGGS
COTTAGE CHEESE
BUTTERMILK

Phone

Beaumont 501
Palm Springs 7181

At Smoke Tree Ranch

Among guests present at Smoke

Tree Ranch during the past week were the following people: C. Allan Braun, Mr. and Mrs. P. C. Pryor, Mrs. Herndon Norris, Lee Norris, Mr. C. A. Tierney, Pro. and Mrs. Horace Bilbert, all of Pasadena; Mr. and Mrs. John Chapple, Miss Edith L. Tough, Mr. and Mrs. K. C. Grant, all of Los Angeles; Mr. and Mrs. W. H. Cowles, Spokane; Mrs. Buell Hammett, and Larry Hammett, Santa Barbara; Mr. and Mrs. Lawrence J. Harding, Del Mar; Mr. and Mrs. J. B. McCullough, Steubenville, Ohio; Mr. and Mrs. Charles T. Silversen, and Anne, Minneapolis; Miss Jean Stewart, Miss Dorothy M. Walker, Miss Edna White, all of San Francisco; Mrs. M. B. Stower, Providence, R. I.; Mr. J. Cheney Wells, Miss Gertrude Wells, Southbridge, Mass.; Mr. V. S. Jones, New York City; Mr. and Mrs. George A. Du Toit, Jr., Minneapolis; Mr. and Mrs. F. S. Markham, Marianna and Dick, Altadena; Mrs. S. M. Rinaker, Chicago; Mrs. Kenneth Ferguson, Saginaw, Mich.; Mr. and Mrs. Harrison George and Paula George, West Los Angeles; Mr. C. F. Pearce, Jr., Glencoe, Ill.; Mr. and Mrs. A. M. Rust, Saginaw, Mich.; Mr. and Mrs. Robert Welles, and Lucy Welles, Altadena; Mrs. A. E. Rice, Miss Miriam Rice, and Miss Mazie-belle Rice, Palos Verdes Estates.

Discovered, a Local Landscape Artist

Palm Springs has a landscape artist who has never asked for recognition, but his work deserves public acclaim. He is George Brackpool of the Indian Paint Store.

Mr. Brackpool has some very interesting desert pictures on display at the Indian Paint Store, which he painted during his odd moments. Local people who have seen them declare Brackpool is a real artist.

ADVERTISE in The Desert Sun for best results.

WALTER WORDEN
Jeweler
Next to Safeway

29 Palms

Information - Literature
Representing

DESERT PROPERTIES, Inc.
ALVIN WEINGARTEN
Phone 3666 In the Plaza

DOROTHY WATSON

FINE INTERIORS

• Complete Drapery Service
for the Desert Home.

Opposite Goff Hotel

Phone 7111

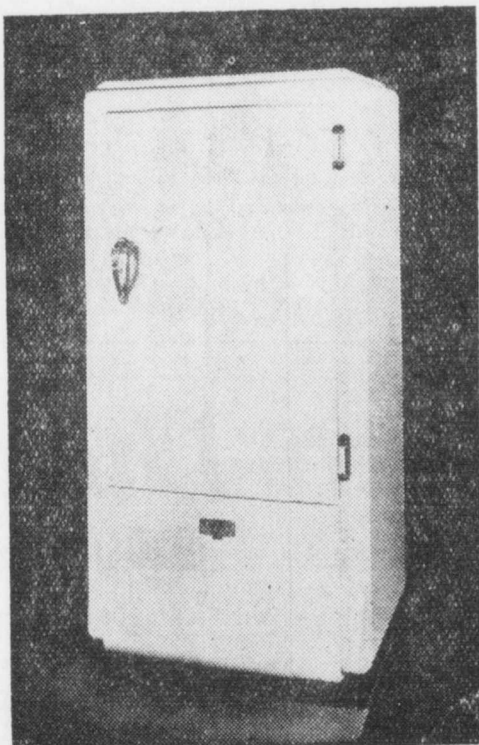


ROYAL PALMS HOTEL
PALM SPRINGS - CALIFORNIA

Carl T. Gray
Manager

BE SURE YOUR FOOD IS PROTECTED

"Yes, folks, the days are getting longer and warmer. Our torrid season is rapidly approaching. This means food spoils all the more easily . . . unless it is thoroughly protected. And I can't prescribe any better food protector than a modern electric refrigerator."



40% Off on Electric Refrigerators

(Reconditioned Models Sold For Cash)

GREAT NEWS: Not only will a modern electric refrigerator keep your food, but at our new low prices it will actually pay its own way! We've cut as much as \$100 off the price of many models during this sale.

All our used electric refrigerators have been cleaned, inspected, thoroughly reconditioned, and are fully guaranteed. All are late models.

30% OFF on New 1937 Models for Cash
25% OFF on Used Models—Sold on Long Terms
For customers of The Nev.-Cal. Electric Corp. only.



The Nevada-California
Electric Corporation

AN INVESTMENT IN CONTENTMENT

PALOS VERDES HILLS

Arizona

A delightful Oasis of bountiful groves, beautiful gardens and lovely homes. . . . Embraced by unspoiled, uncrowded desert.

Fifteen minutes from modern, cosmopolitan Tucson, for four centuries the intellectual, social and cultural center of America's Empire of the Sun.

Estate sites for sale to acceptable people.

For detailed information Address
THE REID'S
P. O. Box 1430 Tucson, Ariz.

PALMER STEEL BUILDINGS
Homes of Cellular Steel Construction
RALPH A. NESMITH
Palm Springs, California

Office 6801
GENERAL ELECTRIC All-Electric Kitchen
"BESTILE" The Modern Wall Tile For Bathroom and Kitchen

Residence 6721
COLUMBIA Venetian Blinds
"THERMAX" Fire-Proof Insulation

Palm Springs Builders' Supply Co.

PIONEER DEALERS

• We will consider it a privilege to consult with you on the proper building materials and building conditions on the desert.

Phone 207

ALL VEGETABLES KEPT ON ICE
Fresh Fruits, Vegetables, Ice Cold "Pop,"
Groceries, Meats, Eggs, Dairy Products
Supplying Palm Springs with the best vegetables during the past 15 years

Canyon Drive In Market
W. C. GUNN, Prop.
South Palm Canyon Drive, Opp. Palm Springs Builders' Supply

USED CARS & TRUCKS
RENEWED R&G GUARANTEED ALL MAKES

(Reconditioned and Guaranteed)

Used Cars and Trucks

2-Day Money-back Guarantee
See These Cars Before You Buy

Schilling Motor Sales
AUTHORIZED DEALERS

N. Palm Canyon Drive Palm Springs Phone 4194

SUN STROKES

(By The Desert Commentator)

GUS PARRISH

When, a few years ago, Gus Parrish arrived in the village to operate the airport, he found it in a deplorable condition. There was little to choose between the runway and the open desert. Every jackrabbit within five miles had dug his home in the field. A ramshackle affair of plasterboard and planks, the office was generously filled with drifted sand. All in all, he found it pretty discouraging.

Parrish, nevertheless, went enthusiastically to work. Securing a good tractor, he drove it himself and dragged the field into safe smoothness. The office was repaired, cleaned and renovated. In those days the toughest one-man job Palm Springs had to offer was facing him. He set out to put the job on a thoroughly business-like basis.

That he accomplished his goal is today evident. Army and Navy ships and giant transcontinental planes land and take off in perfect safety. The local airport is regularly used by as noted a group of sportsmen pilots as are to be found anywhere in the United States. Efficient, able student instruction is offered to local flying neophytes. All of this represents work well done.

The difficulties which Parrish encountered during the latter years of his management have already been well-aided in Chamber of Commerce meetings. His lease has been the target of many sharpshooters. Constantly, Parrish has heard rumors about a new airport on Section 18. The arrangement of the present set-up was unstable at best. These obstacles have been harder to overcome than those first physical difficulties. He consistently refused to waste his time in endless bickering. Instead, he has kept his attention firmly on the operation of a going airport.

Improvements he might have made are still wanting. The general air of uncertainty surrounding the airport was one which did not induce him to construct permanent hangars or spend unreasonable sums in those needed improvements. To criticize him now is to be ignorant of the whole history of the airport.

We have an idea that Gus Parrish could give the town the airport it wants and needs. With an even break and a cooperative hand from the village, he is capable of developing a fine flying center on Section 18. It is an opportunity he has earned. He should have it.

Flood Waters Unearth Fossil Teeth Near Hemet

Flood waters of March 2 in the region of Hemet proved a boon to archeologists when fossilized teeth of a horse that lived in Southern California region 50,000 years ago were exposed.

E. H. Bohuslov of Hemet, and a member of the Roy Chapman Andrews expedition to Mongolia in 1922, was the discoverer of the teeth, which have been identified as the left upper molars of equus occidentalis, an extinct horse of the pleistocene age.

The teeth, which were found in the Wilson valley some 20 miles southeast of Hemet, have been turned over to Henry Anson Wyde of the vertebrate paleontology of the Los Angeles museum, Exposition park.

Although similar fossils have been found in the vicinity of Los Angeles, this is the first such discovery in Riverside county, it was said.

Discovery of this relic proves that this region known as Southern California was once the habitat of gigantic reptiles as well as animals now listed as prehistoric. Fossils of the three-toed horse have been found on the Mojave desert.

Fossils or dinosaurs and other prehistoric ages were unearthed near Eden Hot Springs, only a few miles southwest of Banning, some years ago.

Much of Southern California was once jungle-land. The small lizards and desert turtles of today are the remnants of "big wildlife" of past ages in this land which is now termed "Southern California."

Mrs. H. H. Wright Answers Summons

Mrs. H. H. Wright, of Lisbon, Ohio, who has been wintering here with her husband during the past ten years, was taken by death on Wednesday, having been in poor health for nearly a year. Dr. Jack C. Hill was her attending physician.

Funeral arrangements had not been announced at the time of going to press. Surviving Mrs. Wright are her husband and two sons, Harold and Charles F., who are also here.

THE PAUL GRIMMS ENTERTAIN IN HONOR OF THEIR HOUSE GUESTS

At an informal party at their home Saturday evening in honor of their house guests, Mr. and Mrs. Ralph Hammeras of Hollywood, the Paul Grimms had as their guests, in addition to the Hammeras, Misses Thelma Richter, Ina Hines, and Jack Schurch. Mr. Hammeras is connected with the Fox Studios.

P. S. Cagers Defeat S. P. Team

The Palm Springs Bowling Academy Cagers "streamlined" the crack Southern Pacific Railway Five with a score of 25 to 18 on Wednesday night of this week at the Coachella Union High School. The Palm Springs boys were in the "pink," and again Frank Keich of the home town team, hung up a new individual record by scoring 18 points during the game. A perfect defense is formed around Keich by his teammates, and after a fast floor play, the ball is delivered to him to cage, and it is very rarely that he misses a chance to score. The fast playing on defense of Neil Geffert materially aided the Palm Springs boys, while Roger Murphy, Willard McKinney and George Neal could all ways be counted on in emergency. Sahlen and Stark, played their usual steady game, and while they sacrificed their chances to score by setting up Keich, their efforts went a long way toward the victory.

The Bowling Academy team is being coached by Ted Rose of Palm Springs,

and he deserves a great deal of credit for the team work which has been developed in the past few games.

The next games on Monday and Wednesday of next week, will be the start of the elimination series, and it is conceded that the local team will be in at the finish, and in all probability will win the final game.

Lineup of Wednesday's game:

Palm Springs—
Sahlen, f. 1
Keich, f. 18
Murphy, c. 2
Stark, g. 0
Neal, g. 2
Southern Pacific Railway—
Earl, f. 8
Clayburn, f. 4
Enz, c. 4
Robinson, g. 4
Mason, g. 2
Substitutes: Palm Springs—Geffert, 1; McKinney, 1. Southern Pacific: Stokes, 0; Allen, 0; Runyan, 0.

Mr. and Mrs. W. H. Charlton of Santa Ana, with their two guests, Mrs. A. C. Charlton and Mrs. E. C. Salisbury, both of Washington, D. C., are continuing their visit at Solano Court to enjoy the desert sunshine.

Over 40 Million Sticks of Dynamite Shot on Aqueduct

There has been a considerable amount of shooting along the line of the Colorado River aqueduct since the big construction job was started.

More than forty million sticks of dynamite already have been used in the construction of the 392-mile aqueduct, according to tabulations received in the office of F. E. Weymouth, general manager of the Metropolitan Water district, at Los Angeles.

Four hundred and fifty carloads, or 20,000,000 pounds, of dynamite thus far have been used in blasting a way for the hundreds of miles of aqueduct structures already completed, the district's progress reports indicated. Now in its sixth year of construction, the building of the giant aqueduct has consumed 115,000 freight carloads of all types of materials.

Excavation records in General Manager Weymouth's office indicate that approximately sixty-five million tons

of earth and rock have been removed on the job thus far. A large part of this was included in the 106 miles of tunnels which have been blasted through solid granite. Two and a half miles of the aqueduct's San Jacinto-Cabazon tunnel remain to be penetrated.

Crossing the entire state of California, the Metropolitan aqueduct will carry a billion gallons of water a day from the Colorado river to Southern California's coastal plain.

More than 33,000 citizens from these cities to be benefited have been employed in the construction of the aqueduct, and it is estimated that an additional 25,000 workmen have been employed annually throughout the nation manufacturing the supplies and equipment which have been used on the big job.

MASS MEETING

AT THE

School House

Thursday, April 7

8:00 p. m.

The Most Vital Issue That Has Ever Faced the People of Palm Springs will Confront them on April 12

On Thursday, April 7, a mass meeting will be held at the school house at 8:00 p. m. at which time facts covering all sides of the question of incorporation will be presented to you.

BE SURE TO ATTEND

Make notes on any questions that you care to ask, so that you can present them at the meeting.

Harold Hicks

President Incorporation Committee

• SPEND YOUR SUMMER AT BEAUTIFUL Lake Tahoe—Nevada
Information on rentals; also information on sales of the celebrated Hobart and Bliss estates, which have never been offered before in smaller units.
A very interesting booklet, "NEVADA, THE CYCLONE CELLAR FOR THE TAX WEARY," and additional information on Nevada may be secured by phoning
JOHN J. HEFFERNAN
N. Palm Canyon Dr. Phone 8155

1937 Building Values Far Above 1936

The value of building construction in 1937 was \$1,700,000,000, or about 10 per cent more than in 1936 and at approximately the same level as in 1931, according to Frances Perkins, secretary of labor.

"This report is based on the record of buildings for which permits were issued in 1,728 cities having a population of 2,500 or more which report currently each month to the bureau of labor statistics," Secretary Perkins said. "In these cities the reported value of all building permits in 1937 was approximately \$1,700,000,000, of which nearly half was new residential buildings, more than one-third new non-residential construction and about 20 per cent additions, alterations and repairs to existing structures.

"The aggregate value of new residences for which building permits were issued in 1937 was 5 per cent greater than in the previous year. There was a marked increase in expenditures for one-family and two-family houses, amounting to about 12 per cent. Apartment-house construction declined, however, approximately 12 per cent.

"The volume of new non-residential building increased by 15 per cent, but continued at a relatively low level in comparison with the volume of building of this type in the 1920's. Expenditures for all types of non-residential structures except institutions and public-utility buildings were larger in 1937 than in 1936. In the 1,728 reporting cities the largest volume of permits was for store and mercantile buildings, which amounted to about \$110,000,000. Permits issued for schools and libraries were almost equally large, and for factory buildings slightly smaller, totaling \$90,000,000.

"Expenditures for additions, alterations and repairs in 1937 also showed an increase of about 15 per cent over 1936 and amounted to about \$375,000,000."

In relation to population the largest expenditures on new construction and repairs were in the smaller towns. Per capita expenditures for all types of construction in the 1,728 cities during the year 1937 amounted to about \$28.

Gorgeous Wildflower Show Over Large Expanse

Nature's crazy quilt of colors — fields of wildflowers dotting Southern California's beautiful landscape — is ready to burst into full bloom and in most areas will reach its height of loveliness within the next month, an All-Year Club wildflowers survey reveals.

The survey, made to guide visitors using the club's free tourist information bureau in Los Angeles to the most beautiful fields, lists the place and blooming schedule of the species found throughout the different periods of the year.

Soon to be in the limelight are the large fruit orchards at Banning, offering a delicate profusion of apricot, peach, prune and pear blossoms against a background of snow-crowned mountains.

Orange blossoms are already peeping through the golden harvest, and in late March and April the cherry blossoms at Beaumont will color the landscape there.

Already the baby blue eyes and poppies, in the Shafter-Wasco and Arvin areas respectively, are coloring Kern county with the state colors — blue and gold.

Mountain lilac is tinting the canyons from San Diego county to Sequoia, and desert flowers are creeping through the golden sands in the Coachella Valley east of Palm Springs.

The Brawley flax fields are now blue instead of yellow for it's blossom time in Imperial county too, and Kane Springs and Westmorland nearby, are already showing splashes of the beautiful blue loco.

The most concentrated display of wildflowers in the Las Vegas area is found near the Colorado river, near Boulder Dam, the vanguard already having appeared. It soon will be followed by a bloom of 112 varieties, including desert aster, heather, desert daisy, desert and California poppy and desert verbenas.

SAN CLEMENTE—\$300 lot for F.H.A. summer home. Restricted private beach frontage, leased to lot owner. Dyke & Co., Bank of America Bldg., San Clemente. h-12-13-14-15

Attorney Fitts

(Continued From Page One)

spread attention. He said there are no two crimes the same and that circumstances always differ, therefore the same punishment cannot be meted out for crimes that seem similar.

"Crime is not a disease—it is a business," Fitts emphasized. "Another type of criminal who is flourishing in the East is seeking a virgin field in California. He is not illiterate, or slovenly, nevertheless he is a killer. Do not make a mistake of underestimating the ability of the racketeers. Usually they are quiet and retiring, well dressed, and educated. They are specialists who chisel in on the lives and industry of others."

He said the Chamber of Commerce of Chicago has estimated that \$100,000,000 a year is paid to racketeers by Chicago business men, just to be let alone. There are 507 different types of these racketeers in Chicago who have organized every type of business. They collect one cent a loaf of bread from bakeries, one cent for each quart of milk, one cent for each bundle of laundry, \$15 a month from each barber shop, and so on.

"The victims pay, or else. When someone refuses and is killed, eye witnesses are afraid to testify because they know what will happen to themselves or their families if they give damaging testimony."

Racketeers are not permitted to get a foothold in Los Angeles county, said Fitts. "Not a dime has been paid in ransom to a kidnapper during the past 10 years in Los Angeles county, and not a dime will be paid," he said. "I'll resign tomorrow if you find a business or industry paying one dime ransom to the mob or gangsters."

"Now the racketeering principal has been carried to the working man," said Fitts. "I claim that any man should have the right to join a union if he wants to. Likewise, every American citizen has the right to work, and that right should not depend on membership in any organization."

He severely criticized the sit-down strikes and declared there will be no sit-down strikes in Los Angeles county.

Fitts flew to Palm Springs in an Army plane, and he said the weather in the pass was the worst he had ever encountered.

Friend Richardson Wonders About That Mexican Oil Deal

How Mexico intends to pay for expropriated foreign oil interests is a mystery to former Gov. Friend Richardson, who arrived in California Sunday with 118 members of the California Press Association after a two weeks' tour of the southern republic.

"President Cardenas says he will sell bonds, but who will buy them?" the ex-state official questioned, adding that America, France and England, in control of world finance, certainly are not in the market.

Asked if seizure of the oil property would lead to confiscation of other interests, Richardson said one guess is as good as another.

Nearly a carload of souvenirs was brought back by the touring party. Native baskets and woven goods apparently caught the eye of most of the travelers.

Members of the group said they were treated with respect during civil demonstrations favoring the oil seizure.

Brazil, with its population of 49,000,000 and its wide variety of scenic and industrial highlights, will bring a graphic display to Treasure Island for the Golden Gate International Exposition in 1939. This huge South American republic will be explained in terms of commerce, culture and tourist appeal as a part of the "Pageant of the Pacific."

The sponge industry is among the oldest on earth. It is mentioned frequently in the literature of the ancient Greeks, and is referred to in the Old Testament.

LEGAL NOTICES

NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the partnership of Helen Waskow and Gladys Hall, operating under the fictitious name of Desert Poppy Trail Pottery Mart, and now at the Desert Furniture Co., Inc., was dissolved on March 19th, 1938, that said Gladys Hall has assigned all her right, title and interest in said business to said Helen Waskow that said Helen Waskow is the sole owner of the aforementioned Desert Poppy Trail Pottery Mart, and that said Helen Waskow is not responsible for any indebtedness contracted hereafter by anyone but herself.

HELEN WASKOW.
GLADYS HALL.
Witnessed by H. M. Levin. S35-39

Riverside County "Traffic Cops" Get Praise

When one sees the "traffic cops" riding up and down the highways, preventing wrecks with consequent loss of life, he is likely to agree with state authorities in giving the "cops" a bit of praise.

Public opinion regarding the California Highway patrol indicates the Riverside county unit, under the direction of Capt. J. Raymond King, is one of the most efficient in the state, Henry H. Livingston, district inspector and liaison officer for the California Highway Patrol, declares.

Livingston, whose duties as public relations representative for E. Raymond Cato, chief of the patrol, carry him all over the state, is to remain in the county for the next several days.

He contacts the public, the courts and the press to determine attitudes towards personnel and practices of the patrol with the thought of traffic improvement.

"Chief Cato is ever anxious to learn the opinion of the public toward the patrol and to make such corrections as are suggested from constructive criticism," declared Livingston.

He said that he has heard much praise for the local division of the patrol for the way in which California Highway Patrol men rose to the emergency during the flood.

During a year's time Livingston has visited 23 of the state's counties, and does not expect to complete his statewide investigations for another year.

Buy in Palm Springs.

Effects of Sun Spots

The floods brought out additional weather prophets. Sunspots are blamed by some scientists of extremes of weather such as California has experienced in recent years.

Martin Murray, assistant postmaster of Huntington Beach, is an amateur astronomer of some renown. He recently visited 29 Palms and the Desert Trail dwells at length upon Murray's ideas concerning the effect of sunspots on rain and drought.

Murray has many telescopes, seismographs and instruments he made to study the heavens and earth movements. The current issue of Modern Mechanics carries an interesting article with illustrations, submitted by Murray about the seismograph:

"This question is asked almost every day so we shall consult the records to see what evidence exists.

"Variations in the length of the sun-spot cycle of from nine to 14 years are known, but its usual length is 11 years. About 10 years ago it was discovered that in each successive 'cycle' the polarity of the sun-spot groups is reversed, and for this reason we must consider two successive intervals of activity to constitute a complete 'cycle.' In many localities the weather records show increased rainfall at intervals of from 11 to 23 years. The 23-year interval can be traced in the tree-ring growth of the California big trees, Sequoia Gigantia.

"There are rainfall records from old California Missions going back to 1770, and during this interval there have been 15 sun-spot cycles and nine of this number coincide with intervals of

heaviest rainfall. This is a high average for a limited section of the continent. If we take in the entire United States we will find that floods occurred within a year of the peak of almost every sun-spot maximum. A severe flood occurred here in 1870 which was a sun-spot maximum. Another maximum occurred in the winter of 1883-84. The next maximum was in 1893 and although the year's total rainfall was 26.28 inches, no floods occurred. The heaviest rain occurred in March, (8.53 inches). Under normal conditions it requires at least 10 inches of rain over the Los Angeles basin within three or four days to result in floods. The next sun-spot cycle was not high but remained active for three years, 1905-07. The rainfall was a little above the average (19.3 inches) but in floods occurred. The flood of 1916, the minor flood of 1927 and the present flood all occurred during the maximum of a sun-spot cycle. In the fore part of this season there was a destructive flood in the Sacramento valley also.

"Some of the driest years have been those in which sun-spot activity was at its lowest ebb. Two good examples are from 1898 to 1900 when only 5.6 to 7.9 inches of rain fell and in 1922-24 as little as 6.67 inches fell in one year.

"It seems evident that at intervals of 10 to 12 years we may expect extremes of weather, floods or severe freezes over an interval of about three years during the most active period of the sun-spot cycle.

"Few people are living who remember the flood of 1870. Prior to this dates the Santa Ana river flowed midway between Anaheim and Fullerton, north of Stanton to Los Alamitos and then joined the San Gabriel river entering the sea near Seal Beach. During the flood of 1870 the river became clog-

ged near Olive and changed its course southward, west of Orange and Santa Ana, emptying into Newport bay. During the present flood the river broke over into its old course between Anaheim and Fullerton, flooding a part of both cities and causing considerable damage."

Movie Stars Make Fine Rifle Scores

It would appear that the motion picture folks are the best marksmen with the rifle from the high scores made at the Sportsmen's Headquarters Rifle Range during this season by picture stars.

Claude Binyon, screen scenarist, has made the highest score of the season among the men shooting at the Sportsmen's Headquarters. His score made last fall is a 68 out of a possible 72. Fred MacMurray is close on his heels with a score of 67, and then comes Ray Milland and Johnny Mack Brown, who are tied at 66. Not bad shooting, and they say that the "bright lights" are hard on the eyes.

Among the women who frequent the ever popular Sportsmen's Headquarters Rifle Range, Mrs. Elsa Voss, a guest at Smoke Tree Ranch is tied for first for the season with a high score of 65 out of a possible 72. She shares honors with Mrs. Dorothy DeWitt of Pasadena, who also has made a score of 65. Sandra Gale, European actress, has a score of 64; and Rosita Moreno, who stood first among the women marksmen during four months of this season, now ranks fourth with a score of 61.

For good job printing phone the Desert Sun, 3594.

Vote Next Monday, April 4

RE-ELECT

GEORGE B. ROBERSON

Police Commissioner

With his experience and judgment he deserves your support as the most capable candidate available. :: :: :: ::

The record of our police commissioner during his years of service has been outstanding in providing a real protection for our village at a minimum cost.

Your Vote at the School House Polls Is Important to the Welfare of Palm Springs

Sponsoring Committee for George B. Roberson, Police Commissioner